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PUBLISHER'S BINDING

All
the News
That
Is News

QP

MOTION PICTURE DAILY

Concise
and
to the
Point

QP

OL. 80, NO. 1

NEW YORK, U. S. A., MONDAY, JULY 2, 1956

TEN CENTS

Beginning Now

Sustained B.O. Upturn Seen By Goldenson

Believes '56 Final Quarter
Will Surpass Last Year's

By SHERWIN KANE

A prediction that the expected upturn in gross theatre receipts this summer not only will be sustained but will result in a better final quarter this year than exhibition experienced in the 1955 fourth quarter, was made by Leonard Goldenson, president of American Broadcasting-Paramount Theatres, at the weekend.

The prediction was based in large part on the attractive lineup of releases from



L. H. Goldenson

Gov't Survey Forecasts 1956 Better than 1955

From THE DAILY Bureau

WASHINGTON, July 1—The Commerce Department has predicted that the motion picture industry business in the second half of 1956 will be better than in the first half, and that

Ratify Fox Purchase of Schlesinger Circuit

CAPETOWN, June 28—The £10,000,000 deal whereby 20th Century-Fox acquires Schlesinger African Theatres was ratified here today in the presence of Spyros P. Skouras, 20th Century-Fox president. The largest such deal in the country's history includes 140 properties in both large and small locations. Twentieth Century-Fox paid £1,250,000 alone for the circuit's Cape theatres. The purchase was negotiated last summer and with today's ratification becomes an accomplished fact.

Televisión Today

IN THIS ISSUE

PAGE 6

► Spotighting the news in Television Today: the American Broadcasting Company announces the results of a 16-city survey showing automobile dealers' preference for national advertising on television.

► Passing in Review—The week's highlights in shows.

► In the picture: NTA's Ely Landau discusses his "fourth network."

Critical of Their Attitude

Roger Lewis Says Exhibitors Fail To Take Advantage of Pre-Selling

By JACK EDEN

A warning that "it's time the major exhibitors more actively support the promotion campaigns of our films or they will soon find themselves without the near-million pre-selling campaigns" was made yesterday by Roger

Pistor New Executive Of W.J. German Co.

The appointment of John A. Pistor, distribution manager of the motion picture film sales department of Eastman Kodak Co., as an executive of W. J. German, Inc. of Hollywood, Cal., the distributor of Eastman professional motion picture film, has been reported by Kodak.



John Pistor

Joining Kodak in 1938, Pistor served briefly in the physics division of the Kodak Research Laboratories

and with the quality control group before being named assistant foreman of the Cine-Kodak film department in 1939. He later was transferred in 1946 to the company's motion picture sales department where he handled scheduling and distribution of all pro-

(Continued on page 2)



Roger Lewis

that the current campaign being carried out on "Trapeze" will serve as a guide for future promotional programs. While he did not directly pre-

(Continued on page 8)

See Soviets Seeking to Enter Berlin Festival

By V. VON ZUEHLSDORFF

BERLIN, July 1 — With a view toward "restoring friendly relations" with West German film officials, the Soviet Government has offered to return its big radio broadcasting building to the West German government and, in addition, grant freedom to

(Continued on page 2)

July 30-31

TOA to Hold Showmanship Forum in Chi.

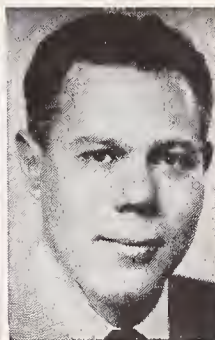
To Invite 50 Members to
Pre-Convention Meeting

By LESTER DINOFF

Approximately 50 members of Theatre Owners of America will be invited to attend a two-day forum at the Edgewater Beach Hotel in Chi-



Myron Blank



Walter Reade

cago, July 30-31 for an exchange of tried and proved business-building ideas and to devise new ones for improving today's box office, it was jointly announced here at the weekend by Myron N. Blank, TOA president, and Walter Reade, Jr., executive chairman of the exhibition group's

(Continued on page 8)

Tenders Expected; WB Stock at New '56 High

With the Serge Semenenko group on the verge of completing their purchase of the Brothers Warner controlling stock interest in Warner Bros. Pictures at the weekend, market activity in the stock accelerated again on Friday with nearly 40,000 shares changing hands for the second consecutive day to send the issue to a new high for the year. It closed at 26¼, up 1¾ for the day.

The purchasing group is paying \$27.50 per share for the Brothers Warner holdings.

From the market action, Wall Street obviously expects the new owners to invite tenders from other stockholders at a price in excess of \$26 per share.

PERSONAL MENTION

E. K. (TED) O'SHEA, vice-president of Magna Theatres, has returned to New York from Boston and Washington, where he discussed openings of "Oklahoma!".

WILLIAM BLOWITZ, of Blowitz, Maskell and Seltzer, publicists, returned to Hollywood over the weekend from New York.

SAUL CHAPLIN, of the M-G-M studio music department, will arrive in New York from the Coast on Thursday, and will leave here July 12 for Europe.

STEWART GRANGER left here Saturday for London via B.O.A.C.

MRS. RUTH KAISER, secretary to the district manager in the New York Warner Brothers exchange, has left New York for a two-week vacation.

DAVID NIVEN left here yesterday for London via B.O.A.C.

CHARLES LEVIN, of the M-G-M studio staff, will arrive here on Wednesday en route to Europe.

ZACHARY SCOTT will leave New York today for London via B.O.A.C.

'King And I' in Bow At Roxy With \$21,000

A towering opening day's gross of \$21,000—the highest first day receipts since the launching of the first CinemaScope production, "The Robe" in 1953, was forecast for "The King and I" on Friday by Robert C. Rothafel, managing director of the Roxy Theatre here.

Based on 3 p.m. grossing figures of \$5,000, the one day mark was expected to exceed earnings recorded by other top 20th Century-Fox CinemaScope productions which have played the theatre.

MPEA Forms an Eastern Sound-Projection Group

HOLLYWOOD, July 1 — Motion Picture Research Council director William Kelley has announced the formation of an "East Coast Committee on Sound and Projection" to coordinate technical problems shared by the production and exhibition branches of the industry, with Warner Brothers' Frank E. Cahill, Jr., as chairman.

Levy to Go Abroad on TOA Foreign Liaison

Herman M. Levy, general counsel for Theatre Owners of America, will leave here on July 20 for Europe to establish closer liaison between foreign exhibitors and distributors, to study the effect of commercial television on theatres and to investigate foreign rental ceilings on product, it was announced here.



Herman Levy

The New Haven, Conn., attorney, with his family, will visit Holland, Denmark, Sweden and England during his five week trip.

According to Levy, a meeting is being set up with officials of the Cinematograph Exhibitors Association in London at which "mutual exhibition problems" will be discussed.

Harshe-Rotman Named As Academy Publicists

HOLLYWOOD, July 1 — Academy of Motion Picture Arts and Sciences committee to select a public relations representation to succeed the Howard Mayer Co., which had served the organization for several years until following this year's awards ceremonies, has announced the retention of Harshe-Rotman, Inc., as counsel. The announcement said 17 national and local public relations firms had applied for the post.

The academy split with Mayer was attributed, according to an academy statement issued at that time, to Mayer's request for an increase in the annual fee.

Pickman to Briskin

HOLLYWOOD, July 1—The appointment of Milton Pickman, former production assistant to Jerry Wald at Columbia Pictures, as vice-president in charge of programming at Briskin Productions, Inc., was reported here by Irving Briskin, head of production for the studio. Pickman will arrange new film television series for Briskin as well as Screen Gems, Inc., the tv subsidiary of Columbia.

RKO Contest to Vancouver

The Vancouver branch headed by Robert W. Smith has been awarded top honors in the RKO Canadian Short Subjects Sales Drive, it was reported Friday by the New York RKO office.

Toronto, managed by Myer Nackimson, took second place honors while Barry Myers' Winnipeg branch won consolation honors.

See No Early FCC Action on Toll TV

From THE DAILY Bureau

WASHINGTON, July 1—FCC observers still look for no early action by the commission on toll television. Commission officials have long been saying they wouldn't get to toll tv until after a decision on the allocation and intermixture problem. They've now got that problem out of the way temporarily but observers believe the commission would now like a long breathing spell before tackling another rough problem like toll tv, and will put off consideration of the subject until September or October.

However one or two commissioners notably Commissioner Lee—will be pushing for early action, and could conceivably force the commission to consider the matter before the August vacation period starts.

Pistor Named

(Continued from page 1)

fessional motion picture film manufactured by Kodak.

A graduate of Cornell University, Pistor is a member of the Photographic Society of America, the Society of Motion Picture and Television Engineers and the Tau Beta Pi engineering honorary society.

Compo Ad Feature Newspaper Story

COMPO's recent ad in *Editor and Publisher* featuring the leading summer attractions of the 10 major studios has attracted further attention as a daily newspaper feature story. Elinor Hughes, motion picture critic of the Boston *Sunday Herald* wrote a three column story hailing the list as proof of the top-notch entertainment now available to theatres.

The story said in part:

"The film people are having a hard fight of it and are knocking themselves out to produce bigger and fancier pictures on the ground that this is the ground upon which they can lick television. They can't afford to coast during the summer, and so, if you keep an eye on the newspapers and billboards, you will observe that some of the most promising productions of the year are being released right now."

After listing all the pictures in the COMPO ad, Miss Hughes concludes:

"Well, there's the program for the next few months, and it looks from here like something to be proud of. Apparently Hollywood is polishing up another slogan: 'Only The Best Is Good Enough.'"

Soviets Seek

(Continued from page 1)

several journalists now held captive in the Soviet Zone.

West German officials believe the Russian move is intended primarily to influence them into accepting Soviet entries in the 1957 Film Festival. Russia was not represented at the Sixth National Film Festival completed here last week nor did its satellite countries compete for honors. No consideration of their offers was granted by West German officials who do not maintain diplomatic relations with Russia and Iron Curtain nations.

Winners Not Announced

First prize awards in the festival were not disclosed by German Minister of the Interior Schroeder as he distributed the gold ribbon winners. "Himmel Ohne Sterne" (Heaven Without Stars), which was neglected at the Cannes Festival for political reasons and "Teufel in Seide" received the gold ribbons. Acting honors went to Lili Palmer and Wolfgang Priess.

While no meetings of the International Union of Exhibitors or the Federation of Producers were held during the festival, an impressive number of guests from many nations were present. Interest was centered on the German project to conduct a publicity campaign to bolster public interest in films. The plan, backed by all four branches of the industry here, will be promoted by West Germany as well as non-German and American distributors.

Warner Films Are Honored

HOLLYWOOD, July 1 — Awards have been presented to Warner Bros. for "Santiago" and "Satellite in the Sky" by the Southern California Motion Picture Council.



Only 8¾ hours!
Fly UNITED
DC-7s
nonstop to
LOS ANGELES!

"the Continentals"—
two flights daily!

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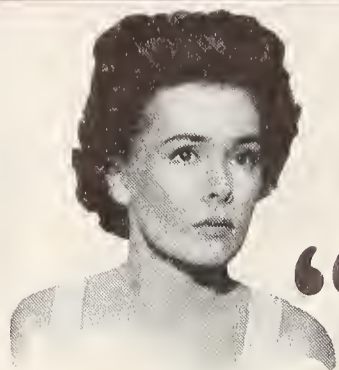
A MOTION PICTURE SO

shocking

YOU **MUST** ASK

**how
did
they
dare
to
make
it?**





**“I saw him take
the first pill...and the
next...and the next!
Then he was lying for
them...begging for them...
forging prescriptions for
them...and then...”**

20th CENTURY-FOX presents

**JAMES MASON
BARBARA RUSH**

in

Bigger than Life

LIFE-SAVER
LIFE-DESTROYER
“I prescribed it.
he misused it.”

COLOR by DE LUXE

CINEMASCOPE®

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Produced by

Directed by

Story and Screenplay by

JAMES MASON • NICHOLAS RAY • CYRIL HUME and RICHARD MAIBAUM

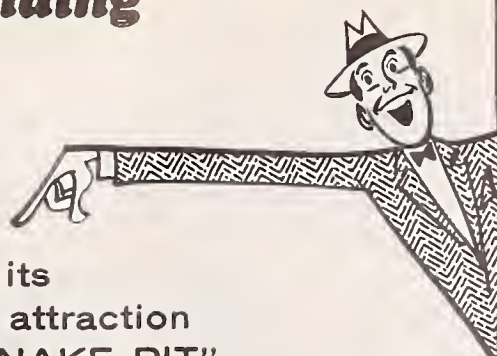
Based on an article in The New Yorker by Berton Roueche



**THE STORY OF THE
HANDFUL OF HOPE
THAT BECAME
A FISTFUL
OF HELL!**

***A theme so vital...
so violent that we
urge you to
bring all your
compassion and
understanding
to it!***

20th delivers its
most startling attraction
since "THE SNAKE PIT"...
from the director of
"REBEL WITHOUT A CAUSE"!



Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

Auto Men: En Garde!

► Some weeks back a prominent Detroit advertising agency executive came out with some rather strongly worded opinions on the effectiveness of television as a medium to move automobiles out of the nation's showrooms. ABC-TV, with some vested interest in the matter, decided that the facts of the matter should be explored more thoroughly. This morning, therefore, the network is making public the results of a survey, the first flank of a detailed presentation in the campaign which they say will prove conclusively that automobile dealers prefer television over all other media as a means of selling new cars. During the week of June 11, ABC-TV, through Trendex, conducted a survey of all the dealers in 16 cities throughout the country—857, of which 627 answered fully. They found that although newspapers are getting 50 per cent of the total automotive national ad budget and TV only 28 per cent, 48 per cent of the dealers themselves say TV does the best job in bringing customers into the showrooms; 43 per cent of the dealers, if limited to only one ad medium, would pick TV, and 49 per cent say that factory advertising should concentrate on TV. In his New York Office Friday, Julius Barnathan, manager of research for ABC-TV taking indirect note of the tightness of auto sponsor money in the coming season, declared 1956 to be the second best year in the auto industry's history and said sales and production this year could only be down beat when compared to the 1955 "vintage" year. It may be, he said, that this year's decline would have been much greater if the companies hadn't used television. The important thing, he added, is not the decline, but that last year's amazing pace has continued as well as it has.

Putting Up The Money

► Three important sponsor contracts were announced in the week: Screen Gems, with some pride, revealed that it has sold its forthcoming Tales of the 77th Bengal Lancers to the General Foods Corporation for sponsorship by Jello-O Gelatin on the NBC-TV network in the 1956-57 season. This marks the ninth Screen Gems program to be sold for network telecast during the new season. ABC-TV announced in the week that the Union Carbide & Carbon Corporation has signed as a sponsor of Omnibus when that award-winning show makes its debut over ABC in the Fall. And NBC-TV announced that the Aluminum Company of

America, which took over co-sponsorship of the Sunday night drama series when Philco dropped out last year, has renewed its sponsorship for another season. This good news is hardly surprising. The Alcoa-Goodyear series is generally regarded as one of the two or three top live drama series currently on the air.

Weekly "Sneak"

► A series of films never before shown to the public, featuring Hollywood stars, will replace Jane Wyman's Fireside Theatre tomorrow on NBC for the summer. The show, known as "Sneak Preview," will consist of unused "pilot" reels. Scheduled for showing are "Just Plain Folks," with Zsa Zsa Gabor and Cy Howard; "Merry-Go-Round"; "One Minute from Broadway," starring Brian Aherne and John Carradine; "Real George," with George O'Hanlon; "The Way Back," starring Pat O'Brien; "Carolyn," with Celeste Holm, and "Calling Terry Conway," with Ann Sheridan.

Flexibility

► The secret of the success of syndication is flexibility, G. Ralph Branten, president of Allied Artists' subsidiary, Interstate Television Corporation, said in Hollywood last week in explaining the perennial success of "The Little Rascals" throughout the country. "Flexibility," he said, "is a merchandising factor that has accelerated bookings of syndicated films by large advertisers. Sponsors may choose their times and their market targets strategically to fit sales plans, instead of abiding by the 'take one, take all' format generally necessary in network programming." "Rascals," incidentally, is reported to have reached 165 markets, with more than 600 advertisers of all sizes sponsoring the shows.

Ziv on Syndication

► Speaking of the values of syndication, Ziv TV last week offered some interesting facts and figures:

the average Ziv telefilm series in active syndication today is aired in 184 U. S. markets, is sold to more sponsors (52 per cent) than to stations (48 per cent), and has become part of at least five TV multi-market campaigns involving an average of 14 cities apiece. The trend toward direct purchase of a show by a client was said to be particularly apparent with "I Led Three Lives" and "Highway Patrol," each having scored 63 per cent of their sales to advertisers to set the pace and tip the balance in favor of this type of sales deal. Compared to last year, sales to clients are up more than 20 per cent to show the increasing popularity of the trend, Ziv said.

Applying The Code

► To set up a code of broadcast practice is one thing and to apply it is another. Last week in Boston Edward H. Bronson, director of television code affairs for the National Association of Radio-Television Broadcasters, declared that the "challenge of the Television Code is to perform a negative function in a positive manner." Speaking to members of Catholic Broadcasters Association, Mr. Bronson said that the broadcaster must "avoid offending family viewing circle. . . ." should not prevent the use of material that may be "unpleasant inimical to life about us."

In Our View

THE New York Chapter of the Academy of Television Arts and Sciences offered for inspection last week a "press kit" containing a recording of its history, its current plans and its future intentions. It makes interesting reading and affords opportunity for re-evaluation of the organization.

The basic conception of the Academy and its New York chapter which, it is devoutly to be hoped, will work cohesively with the Hollywood unit, embodies inestimable values for the whole industry of television. The plans indicate a variety of pleasant parties and get-togethers throughout the year for this New York chapter, but important as these are for their values in cementing social contacts within the industry, of far greater importance are the plans for seminars, for example, which are recommended for the various groups in the industry, such as musicians, engineers, designers and so on.

An important part of the Academy's program, of course, is the annual awarding of the "Emmy" in the varied categories of television production, and everything possible must be done to keep them on the highest plane, all the way from preliminary planning to the bestowing of the awards. It is, in a word, the most publicized and glamorized of the whole of television's appearances before its vast public, and nothing must be permitted to mar the impression registered.

A word of warm commendation is due Ed Sullivan, Max Liebman and Tex McCrary, who were responsible for the establishment of the New York chapter, who enlisted the support of key persons in the industry in New York and who laid the groundwork for the development of an active and aggressive membership body in the east.

There is an infinite variety of ways in which the Academy can be of benefit to the industry and its personnel. No opportunity must be lost in developing fully that potential.

—Charles S. Aaronson

Passing in Review

SINCE THE FIRST BATTLE OF BULL RUN has there been as much anticipatory excitement concerning a life-or-death contest as there was about last Sunday night's first head-on collision between CBS-TV's Steve Allen and NBC-TV's Steve Allen. The latter's strategists must have been surprised to learn a couple of weeks ago that the date they'd picked for Mr. Allen's premiere turned out to be the date of Mr. Sullivan's eighth TV anniversary, an occasion which clearly called for—to use a phrase—a host of stars, 90 per cent of whom just walked across the stage or smiled from a film clip. Carrying the burden of Mr. Sullivan's show were Kate Smith, in an all-too-infrequent TV appearance; Harry Belafonte, and a group of bicycle-riding bears (who will have to do the comedy scene from Noel Coward's "Private Lives" before our amazement comes any more profound and meaningful).

Mr. Allen (see below) did fight fire with fire to the extent that he advertised Bob Hope's in-person appearance, just to have Mr. Hope show up for another unfunny three-minute plug for "my latest picture." The best of the week's live drama was Lorenzo Semple, Jr.'s "Harrigan," presented by NBC-TV's Alcoa Hour Sunday night, starring Darren McGavin and Janice Rule and directed by Herb Schman, who now doubles as associate producer. "Harrigan," with tones that suggested Mr. McGavin's late Broadway hit, "The Rainmaker," told the delightful story of how love eventually legitimizes an improbable fraud who claims he can fly.

Important among the week's special events was the early morning spectacular which Dean Martin and Jerry Lewis provided Tuesday for CBS-TV's Today, on location from Atlantic City. The boys were noticeably cool toward one another but provided some wonderfully relaxed sense when dealing with J. Fred Muggs and Dave Garroway's cool summer replacement, Faye Emerson. Elsewhere in the week and in later detail:

THE STEVE ALLEN SHOW (premiere), NBC-TV, 1 Hour, 8 P.M., EDT, Sunday, June 24, 1956. Live, from New York. For Brown and Williamson Tobacco, Avco and Andrew Jergens.

Whether or not Steve Allen turns out to be the man to knock off Ed Sullivan remains to be seen over the long haul. It can be said, however, on the short haul (i.e., one week) that the Mr. Allen and the crowd around him at NBC came up with a top-notch comedy-variety program last Sunday night. To viewers who have in the past two years been happily swindled out of their sleep by Mr. Allen's Tonight, the premiere show was lively and figuratively the best of the night. In addition it had a couple of qualities on which Tonight has never pretended to be strong: pace and comparative brevity. The Tonight influence was direct (in that the material had been used previously on Tonight) in the matter of several hilarious sketches, one up burlesquing those TV commercials which start off with the announcer saying "Oh, hello there." when suddenly caught by the camera, and another group being series of wonderfully nonsensical romances accompanying Mr. Allen on the piano. In addition, the show made use of the mobility of TV cameras which Mr. Allen has been doing on Tonight. In case, the rooftops adjoining

the theatre were used as the locale for an energetic modern ballet by Rod Alexander and Bambi Linn. The ballet itself was uncertain but the physical production was fascinating. Contributing to the opening night gaieties were Kim Novak, Sammy Davis, Jr., Vincent Price, Wally Cox, Dane Clark, as well as Tonight regulars, Skitch Henderson and Gene Rayburn. Jules Green is executive producer, Bill Harbach producer, and Dwight Hemion director. Over all, of course, is the many-fingered Mr. Allen who, when the gags are forgotten, remains a personality of taste, intelligence and style, commodities which have never been in long supply on Sunday nights.

PRODUCERS' SHOWCASE: "Happy Birthday," NBC-TV, 1½ Hour, 8 P.M., EDT, Monday, June 25, 1956. Live, from New York. For Ford Motor Company and RCA Victor.

That 90 minutes of prime television time could be devoted to one woman's drunk and still be fairly entertaining may be credited to the skill and variety of star Betty Field. As the mousy librarian who pursues her secret love into ramshackle Newark cocktail bar, Miss Field was always appealing, often funny and usually several steps ahead of the script which might have been a lot happier as a one-hour presentation. It was a lightweight effort by the people who earlier in the season provided such provocative and stimulating material as "Cyrano," "Caesar and Cleopatra" and the Sadlers' Wells ballet company. "Happy Birthday," like its heroine, can be regarded as forgivable toot by people who should know better. Judged within

WHEN IS A NETWORK NOT—



TV Today photo

THE network without a coaxial cable. That's Ely Landau's National Telefilm Association. As he described it in the words of the scribe Menasha Skulnick, "it's not a NETWORK; it's a 'network.' And as he described it to the newspaper and trade writers at the Waldorf press conference last week, by tying up time (one and one half hours weekly) on affiliated stations in 45 per cent of the major markets, will reach into 60 million homes now, 70 million later. Not bad as he drew an analogy with theatre attendance. Regardless of dictionary definitions, he explained to a recalcitrant "Wall Street Journal" man, a network does not mean simultaneous film showings. Whoever wrote the dictionary knew only fish or fowl, and NTA "has just created something else." With him, left, his network sales manager, Raymond Nelson.

its own marked limitations, the Anita Loos play contained quite a few funny lines and a lot of very funny performances.

STUDIO ONE SUMMER THEATRE: "Mr. Arcularis," CBS-TV, 1 Hour, 10 P.M., EDT, Monday, June 25, 1956. Live, from New York. For Westinghouse.

Producer Robert Herridge's noble summer experiment over-reached itself last week in a technically proficient but verbose and cloudy adaptation of Conrad Aiken's "Mr. Arcularis," the strange personal revelations of a man dying in the course of a heart operation. Stripped of its primitive symbolism and its rather formidable physical production, involving some very fancy camera work, "Mr. Arcularis" emerged as an unnecessarily complicated tale about a man suffering from a huge guilt complex because his mother bestowed her favors on his father's brother. The tale was a long-time in its telling in Mr. Herridge's somewhat over-literate adaptation which, as is his custom, emphasized the spoken word more than the picture, which practice, no matter how lovely the words, does not broaden the scope of television drama. John Drainie, unfortunately made up to look like Captain Kangaroo, did as well as could be expected with the difficult title role, while Nancy Wickware, as the several women in his life, was fine. Karl Genus directed.

TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.

JOE AND MABEL: "The Bank Book" (premiere), CBS-TV, ½ Hour, 9 P.M., EDT, Tuesday, June 26, 1956. Film. For Geritol.

It is unfortunate, perhaps, that Geritol, sponsor of this new series, puts such stress on the revitalizing of "tired blood." Such advertising copy almost demands a tie-in with the content of the show itself and several lay reviewers were not slow in making the connection. In its first installment, Joe and Mabel simply were not very funny, trying their darndest to make a comic mountain out of a molehill of a situation built around Joe's turning down of a reward for finding a purse. As played by Larry Blyden and Nita Talbot, Joe the cab driver, and Mabel, his girl friend, come across with built-in charm and appeal which, in the right situations, could conceivably be parlayed into a first-rate series. Time will tell. Among the first-rate people involved are, in the supporting cast, Luella Gear, Norman Feld, Dick Van Dyke and Shirl Conway, and producer-writer Alex Gottlieb and director Ezra Stone.

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ON EVERY CHANNEL

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**FILM LABORATORIES
COLUMBUS 5-2180**

A Complete Motion Picture Lab
Serving the Industry
OVER A DECADE

33 WEST 60th ST. NEW YORK 23, N. Y.

Lewis Says Showmanship Forum Planned by TOA

(Continued from page 1)

dict what the result would be should there be no increase of exhibitor support to the campaign, he said "there may be a sizeable decrease of future advertising and exploitation or other steps taken to remedy the situation."

Lewis said his aim was "to level with the major exhibitors" who have highly criticized rather than supported the million-dollar promotional campaigns carried out for "Alexander the Great" and "Trapeze."

\$600,000 for 'Trapeze'

He declared "the major problem is not in spending a large amount of money to promote the film or films but in signing commitments that involve over \$500,000. We made commitments in national advertising, posters and general promotion on 'Trapeze' totaling \$600,000 and this is of more concern to us than the overall advertising total. Why should we commit ourselves when we fail to have the support of exhibitors one way or the other on what we are trying to do?"

Lewis said considerable comment to date coming from the major exhibitors has been critical in nature while "there has been a complete lack of support or approval of what we are trying to achieve. There was some good comment received by the national magazines on the 'Trapeze' campaign but our office failed to hear any responses from exhibitors how they felt about the situation."

Asks "What Is Over-Selling?"

It was his belief that the criticism to date "has been aimed directly at our possibilities of over-selling films but exactly what does over-selling mean? Who knows the distinguishing line or the point where we know whether or not we are over-selling a film? No one, not even the exhibitors, has offered to answer that question and so it eventually rests upon our judgment."

The United Artists executive labeled the "Trapeze" promotional program as the "test case" to determine exhibitor interest and said "steps will be taken one way or the other later to determine exactly what kind of programs should be carried out or if they should be limited." He declined to say whether or not the national pre-selling campaigns would be cut but he warned "if there is no exhibitor support, cutting our expenditures is the most likely thing."

Says They're Taken for Granted

He charged that "exhibitors take the promotional and national pre-selling campaigns for granted and they had better begin supporting them or they will find themselves without it."

It was his opinion that the pre-selling campaigns work for the industry, bringing the theatre into attention and restoring the popularity of films to the public. But, he added, "promotion campaigns are waged to sell films and the campaigns lose their importance if there is no exhibitor interest."

(Continued from page 1)

forthcoming Windy City convention.

Blank and Reade stated that the TOA pre-convention meeting will be restricted to members of exhibition. They pointed out that "there will be no collaboration with any distribution committees working on the same problems," but said that there were some possibilities of meetings with distributors following the forum.

Points to 'Rebuffs'

Reade indicated that any meeting which may take place with representatives of distribution concerning a collaboration and possible merging of efforts to find ways and means of stimulating the box office would have to be instigated by the film companies as exhibition has "been rebuffed" in its recent calls for an industry conference. He said that if distribution comes up with any good, new ideas, "they will have to sell us now."

However, both TOA officials, along with general counsel Herman M. Levy, and executives Claude Mundo and Joseph Alterman, agreed that any

plan which would bring more people to the theatre box office should be supported.

The Chicago forum, Blank stated, would bring together 40 to 50 showmen, a cross section of exhibition, to discuss ideas by which theatres could boost business. These ideas, he said, would be compiled and furnished to all registrants to the 1956 International Convention and Trade Show at the New York Coliseum, Sept. 20-25.

"The convention will be the exhibitors' guarantee of taking home new methods of improving their services to their communities and of revivifying their box offices," Blank stated.

Approve Credit Cards

The TOA executives disclosed that they were in favor of distribution's proposal concerning theatre credit cards. Reade said that he tried such a credit card plan in one of his New Jersey drive-ins some years ago and that results were "mediocre" due to economics at that time. Blank disclosed that he currently is trying the

credit card plan at his drive-in theatre in Cedar Rapids, Ia.

Blank disclosed that he has sent wire to the presidents of all distribution companies calling for assistance and participation in the organization's convention. He asked in a telegram for "Convention short run with cuts of your 1956-57 production. This type of presentation has been very successful in the past. It is more important that exhibitors take home a fresh outlook for the future. We know of no more effective way than showing them your array of products that will be available for them to present in their communities."

Urges Home Office Talks

Blank said that he also has asked the sales managers to set aside one to two days during the TOA meeting time to allow for individual meetings with TOA members at each home office. Sales managers' reaction to this was favorable, he said.

With Reade, he injected a note of optimism for July and August business, citing the excellent production which is forthcoming.

Goldenson

(Continued from page 1)

all companies now in view, and those in prospect for the remainder of the year.

Goldenson conceded that the final quarter last year was not a particularly good one, but that if the final quarter this year bears out his prediction, it will be significant, nevertheless, because it will follow upon one of the most prolonged slumps that exhibitors have experienced in recent years.

The AB-PT president said that current reports on business in AB-PT's theatre operations indicate that the expected upturn may be under way now, with this week adding considerable momentum to the trend. In widely separated AB-PT situations "Trapeze" opened to strong business last week, and with "The Eddy Duchin Story," "The King and I" and other strong attractions set for openings this week and in the near future, Goldenson said he was confident that business would rapidly attain an impetus sufficient to carry it forward to healthy levels.

Wants Box Office Values

He expressed the opinion that many Hollywood producers at present are too preoccupied with artistic goals and the attainment of perfection in turning out the higher budgeted productions. Much of this, he suspects, is being pursued to the detriment of box office values.

"Hollywood just has to get commercial," he declared.

In reply to a question, Goldenson said AB-PT has a continuing interest in further diversification, particularly in the electronics field. However, no specific decisions have been made yet.

Blank Calls Critics Of Theatres Stupid

Hollywood people who have reflected the attitude that theatre personnel are "more interested in selling popcorn than in keeping their theatres in the best possible operating conditions" were assailed here by Myron N. Blank, president of Theatre Owners of America, who called their statements and remarks "stupid."

The Des Moines circuit executive said, "You can not condemn all exhibition for the actions of a few. There are good and bad exhibitors. Ninety-nine per cent of all U. S. theatremen are interested in getting more people into their theatres and keeping their houses in the best operating condition is one way of doing so."

Install New Equipment At Sutton For 'Moby'

A wide-screen as well as stereophonic sound equipment are being installed at the Sutton Theatre which, with the Criterion Theatre, will offer the dual New York premiere engagement of Herman Melville's "Moby Dick" on Wednesday.

Work on the new screen and sound track installation has been in progress for six weeks at the Sutton.

Producer-director and screenplay author John Huston and Gregory Peck, who stars as Captain Ahab in the Technicolor presentation, meanwhile, will share honors with Natalie Wood, Michael O'Shea and Tom Fransen as co-emcees at the Hollywood premiere of the film tonight at the Pantages Theatre. The stars will assist Art Linkletter in interviewing and introducing the screen and industrial leaders who attend.

Gov't Survey

(Continued from page 1)

business for the year as a whole will be above 1955.

This prediction was contained in the department's semi-annual survey of the outlook for major industries. Commerce Department film chief Nathan D. Golden prepared the portion on the film industry.

"The outlook for the second half is brighter by comparison with the first half-year's business," the survey said with respect to the film industry. It predicted that gross box-office receipts for 1956 would be some four to five per cent above the 1955 total of \$1,300,000,000.

Foreign remittances for U. S. companies this year will total about \$210,000,000, the survey said. It gave no figure for 1955 remittance total. The last estimate commerce published for the 1955 remittance figure was \$200,000,000.

As a major reason for the strength in domestic business, the survey cited figure for 1955 remittance total.

London Likes 'Trapeze'

LONDON, July 1—A record opening day gross of \$3,280 at the Odeon Marble Arch, for the opening of Hecht-Lancaster's "Trapeze"; was reported by United Artists. The film is being shown five times daily rather than the usual four.

Harling in TOA Post

Philip M. Harling, an executive of Fabian Theatres, has been named director of convention finances for the 1956 TOA International Convention and Trade Show, it was announced by Myron N. Blank, TOA president.

MOTION PICTURE DAILY

VOL. 80, NO. 2

NEW YORK, U. S. A., TUESDAY, JULY 3, 1956

TEN CENTS

Based on Cash Balance

Schine Offers Profit Plan to All Managers

Participation Idea Places Men "in Business for Self"

Special to THE DAILY

GLOVERSVILLE, N. Y., July 2—A participation plan, whereby every manager in the Schine Circuit is "virtually in business for himself," has been announced by J. Myer Schine and Louis W. Schine of the circuit which has its headquarters here. Before the plan was finalized, it was presented to all zone managers for discussion and, with the integration of all acceptable ideas, it was then presented to all local managers at four field meetings.

The Schine Managers Participation (Continued on page 5)

Pickman Approves TOA Forum Idea As Step Forward

The Theatre Owners of America showmanship forum "is a step in the right direction," Jerry Pickman, vice-president of Paramount Pictures, and chairman of the advertising and publicity directors committee of the Mo-

(Continued on page 4)

Johnston Due for MPAA Board Meeting July 16

The board of directors of the Motion Picture Association of America will meet in two weeks, it was reported yesterday, to hear a report by MPAA president Eric Johnston on world motion picture conditions and issues and to discuss a number of domestic industry matters.

Johnston is scheduled to return to New York for the board meeting from Spokane, Wash., where he currently is resting, on July 16. The MPAA board, it was said, will discuss such issues as future sponsorship of "Oscar" telecasts, participation in COMPO, and hear progress reports by its various committees.

Good Weather Helps, Too

B'way Business Reported 'Excellent' As Many Summer Visitors Converge

The influx of summer visitors to the city timed with good weather were reasons cited by Broadway theatre exhibitors, particularly at the Radio City Music Hall, Roxy and Paramount Theatres, for "excellent box-office business" over the weekend.

Retaliation

TV Shows Hit Hollywood As 'On Decline'

By LESTER DINOFF

The television industry got in twin retaliatory pokes at the motion picture industry on Sunday evening when two programs, the Goodyear Playhouse's "The Film Maker" and General Electric's "Man With a Vengeance," on the National Broadcasting Co.'s and Columbia Broadcasting System's TV networks, respectively, depicted the film industry as callous, bitter, and skidding rapidly in business.

The Goodyear program was based on a story written by Malvin Wald (Continued on page 4)

Top grosser for the two days was the Music Hall, currently showing Columbia's "The Eddy Duchin Story," which rolled up \$93,000. At the Roxy, where 20th Century-Fox's CinemaScope 55 production "The King and I" is the attraction, a two-day gross of \$75,000 was reported. A five-day gross of \$32,000 was at the Paramount, where Bob Hope is starred in Paramount's "That Certain Feeling."

Charles Einfeld, vice-president in (Continued on page 4)

World Series Rights To NBC for 5 Years

National Broadcasting yesterday afternoon bought from the Commissioner of Baseball television and radio rights to five years of World Series and All-Star games, beginning July, 1957. The agreement replaces one which expires this year.

Gillette Safety Razor will sponsor (Continued on page 4)

REVIEW:

Somebody Up There Likes Me

M-G-M

HOLLYWOOD, JULY 2

THIS HARD-HITTING picturization of the autobiography of the hard-hitting Rocky Graziano, former world's champion middleweight, looks like a box office knockout.

The paying audience that witnessed the press preview at the Village theatre in Westwood had come to see "The Man in the Gray Flannel Suit," and was by no means pre-conditioned to a boxing story, but its reaction to this one rattled the rafters. That could be because this was so manifestly a true story, or it could be because some of the finest craftsmen in Hollywood had made it, but it couldn't be because favored performers were in the cast, for none were. Neither could color or special dimension account for the explosive applause, for the picture has neither of these. What it does have, in supreme measure, is integrity, impact, sheer theatrical entertainment. It figures to earn a fortune.

The picture picks up Graziano in 1942 as the small son of a drunken ex-pugilist whose cruelty, together with the family poverty and slum surroundings, sets the boy off on a career of crime, liberally and literally detailed in the picture, that culminates in his winning of the middle-

(Continued on page 5)

Delayed

Warner Stock Buy Closing In Two Weeks

Ben Kalmenson Exec.-V.P.; Schneider Role in Doubt

The deal for purchase of controlling interest in Warner Bros. from Harry M. and Major Albert Warner and other members of the family, has been slightly delayed by its complex nature but now is scheduled to be closed some time next week, a principal told MOTION PICTURE DAILY yesterday.

Serge Semenkoff, first vice-president of the First National Bank of Bos-

Special to THE DAILY

JACKSON, TENN., July 2—The Ten Arken Paramount circuit, Malco Theatres and the Jackson Chamber of Commerce are cooperating for passage of a proposal to permit Sunday movies in this city. Many in this town (Continued on page 4)

Five-Day Week, Other Benefits in Extras Pact

From THE DAILY Bureau

HOLLYWOOD, July 2—A five-day week, health-welfare and pension plan benefits, and a two-dollar daily increase are extended extra players in a new contract negotiated by the Association of Motion Picture Producers and the Alliance of Television Film Producers, the Screen Extras Guild and both organizations announced jointly today. The contract expires April 1, 1959, with the new wage levels retroactive to Jan. 2.



Ben Kalmenson

PERSONAL MENTION

ARTHUR M. LOEW, president of Loew's, Inc., has returned to New York from the Coast.

PAUL RAIBOURN and JEROME PICKMAN, Paramount vice-presidents, and SID BLUMENSTOCK, assistant national director of advertising-publicity, will leave New York today for London via B.O.A.C.

E. D. MARTIN, chairman of the board of Theatre Owners of America, arrived in New York from Europe yesterday aboard the "Ile de France," and will leave here today for Columbus, Ga.

REGINALD ARMOUR, Republic Pictures vice-president in charge of foreign distribution, has returned to Hollywood from the Far East.

STANLEY LEVY, of American Broadcasting-Paramount Theatres, was married in Springfield, Mass., to JUDITH ANN STEINBERG.

COMMDR. ANTHONY KIMMINS, British director, will arrive here tomorrow from London via B.O.A.C.

HOWARD DIETZ, vice-president of Loew's, Inc., is in Santa Barbara from New York.

Oklahoma Circuit Expands With Six New Operations

OKLAHOMA CITY, July 2—Video Independent Theatres, Inc., have acquired four first-run indoor theatres and one drive in in Lawton, Okla. Effective July 1, the Lavton, Dome, Murry, Vaska and Austin Drive-In Theatre became a part of the circuit's holdings. Joe Turner was the former owner. In addition the Esquire Theatre, Chickaska, was purchased from Mrs. Opal Gray.

Rossen 'Island' Director

HOLLYWOOD, July 2 — Robert Rossen has been contracted to direct "Island in the Sun," the first of Darryl F. Zanuck's independent productions.

No Paper Tomorrow

MOTION PICTURE DAILY will not be published tomorrow, Independence Day, a legal holiday.

Study Making Low-Budget Pictures in Arkansas

LITTLE ROCK, Ark., July 2—The possibility of producing low-budget pictures in Arkansas has been the topic of discussion here at meetings between Governor Orval Faubus and a four-member exhibitor committee headed by Jack Braunagel, executive of United Theatres Corp.

Tom London, Ben Cohen, Sam Kirby and Braunagel advanced the theory to the state executive at the sessions.

\$1 Million Earmarked For TV Programs By Columbia Unit

A \$1,000,000 allocation for the development of new programs has been set aside by Screen Gems, Inc., TV subsidiary of Columbia Pictures, after two weeks of meetings held in Hollywood by Screen Gems executives.

Milton Pickman, vice-president in charge of programming, disclosed that some 20 new programs are being developed for the 1957-58 telecast season. He said that five new series are already completed and will include situation comedies such as "You Can't Take It With You," "Shore Leave" and "Girls About Town." Other types are "Kiddult" program designed to appeal to both juvenile and adult audiences and musicals such as the recently announced "Captain Charlie's Showboat."

Production of pilots for all new series will take place between September and December of this year, he added, so that completed prints will be in the hands of the Screen Gems sales force no later than January of next year.

A new building adjoining the existing Screen Gems property in Hollywood has been purchased to augment the production and direction facilities. Remodeling of the present structure is expected to begin shortly.

Johnston Urges Federal Support for Education

PORTLAND, ORE., July 2—Federal support for education can be supplied without disturbing the autonomy of the nation's schools in local communities, Eric Johnston, president of the Motion Picture Association of America told the ninth annual convention of the National Education Association here today.

Johnston, who returned from Europe to address the NEA meeting, said "I would favor postponing any cutting of corporate or income taxes until we deliver adequate funds for restoring our national education system."

New England Wage Increase Enjoined

Special to THE DAILY

BOSTON, July 2—A temporary injunction to prevent the commissioner of labor and industries from enforcing the 90 cent minimum wage order for employees of amusement and recreation groups which was to have gone into effect yesterday has been granted by Judge Horace T. Cahill of Suffolk Superior Court. Allied Theatres of New England had petitioned for the restraining order, which was signed by Frank C. Lydon, executive secretary of the exhibitor group.

Returnable in September

The injunction issued by the court is returnable in September when there will be a formal hearing on the merits of the case to determine whether or not a permanent injunction will be granted. Attorney James C. Gahan represented Allied, in its petition, which was joined by other independents in the commonwealth at the invitation of Allied.

As the situation now stands the minimum wage order of 75 cents per hour for all employees granted on April 1st is in effect. Commissioner of Labor Ernest Johnson on June 20 signed an order for the amusement and recreation groups for a raise from 75 cents to 90 cents per hour for ticket sellers, doormen, and assistant managers and for ushers to 80 cents per hour. Allied challenged this in its petition.

ASCAP Booklet Popular

Growing interest in copyright problems and performing right societies throughout the nation is indicated by the requests mailed to date to ASCAP for its pamphlet, "Public Performance Rights in Music and Public Performance Right Societies." The 20-page brochure defines the rights of copyright owners in the U. S. with special emphasis upon the rights of public performance for profit.

'Marty' At Karlsbad

WASHINGTON, July 2 — The Czechoslovakian Embassy announced that "Marty" will be shown at the ninth International Film festival at Karlsbad this month. The Embassy said that Hecht and Lancaster, producers of the film, had accepted an invitation to take part in the festival, which runs from July 12 to 29.

Dividend from Universal

The board of directors of Universal Pictures Company, Inc., has declared a quarterly dividend of \$1.0625 per share on the 4% cumulative preferred stock of the company. The dividend is payable September 1 to stockholders of record on August 15.

... NEWS ROUNDUP

3 Copyright Bills to Senate

The House yesterday passed and sent to the U. S. Senate a bill to boost from \$2 to \$4 the registration fee for renewing copyrights.

The House also passed two other copyright bills: one to set a uniform three-year Federal statute of limitations on civil copyright actions, and the other to permit copyright infringement suits against the U. S. government.

Malco Buys 4 in Kentucky

The purchase by Malco Theatres, Memphis, of four theatres in Kentucky has been announced by M. A. Lightman, Malco president. Included are two indoor theatres in Mayfield, Ky., and two drive-ins in Graves County.

Drive-in to Bow on July 4

The Marysville Drive-in, Marysville, O., the first open-air theatre in Union County, will be opened tomorrow with a fireworks display. Dave Elleman is the owner.

Coast Starts 4, Finishes 5

Four new pictures were started in Hollywood the past week, and five others were completed, for a total of 38 in work.

NEW YORK THEATRES

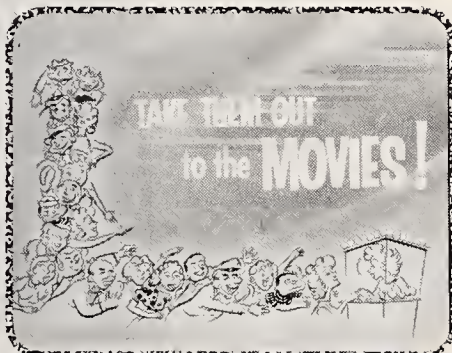
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PEOPLE

Joe Cunningham has been named assistant supervisor of television operations for RKO's newly-established tv film service unit. He will report immediately to Fred Ahern, supervisor of tv operations at the RKO Pathe studio in Culver City, Cal. Cunningham was most recently with RKO Pathe in New York.

James J. Kelly, formerly merchandising manager for WABC-TV, New York, has joined the commercials division of Guild Films. Reub Kaufman, president of Guild Films, has also disclosed that Geoffrey Bernard has been appointed sales representative in England for the company.

Dan Sangaree, who has been manager of the Fourth Street Drive-in Theatre, St. Petersburg, Fla., has resumed his former post as manager of the Ritz Theatre, Bartow, Fla., succeeding Frank Sparrow, who has resigned.

Marilyn Reiss, formerly in charge of production and public relations for Modern Screen magazine, has been appointed to handle all national and fan magazine publicity for Buena Vista Film Distributing Co., Inc.

Pickman

(Continued from page 1)

tion Picture Association of America, said here yesterday.

Pickman stated that he hoped the TOA forum "would bring forth something valid" in exhibition's plans to exchange business-building ideas and to devise new ones for improving today's box office.

Commenting on his advertising-publicity directors' attempts to devise ways and means of revitalizing the box office, Pickman said that a number of sub-committees are still working on their resolutions and that his full group would meet when the sub-committees have completed their work.

World Series

(Continued from page 1)

and the broadcasters will pay \$3,250,000 per year. Baseball Commissioner Ford Frick, in whose RCA Building office the announcement was made in the presence of NBC president Robert Sarnoff, Gillette president Boone Gross, and trade and sports writers—said he was glad the Baseball Pension Fund now is protected for another five years. He added there were other bids, but NBC's was highest; and that because the arrangement between the three parties these past years has been cordial, "the new arrangement is an especially happy one."

'Invitation to Dance' Wins German Award

Special to THE DAILY

BERLIN, July 2—M-G-M's "Invitation to the Dance" has been awarded the "Wertvoll" or Cultural Merit Certificate by the West German Evaluation Board. The classification entitles the picture to remission of taxes, which means that theatres playing the film will pay a lower admission tax, representing a reduction of 10 to 20 per cent below the normal levy, depending on the tax laws of the individual states.

Sunday Shows

(Continued from page 1)

of 35,000 feel the movie referendum slated Aug. 2 will decide whether Jackson will have movies at all very much longer in the two theatres remaining in the city.

The Paramount theatre, according to Alex Thompson, manager, has lost \$4314 this year through June 16th and officials of the Malco chain feel their house will be in the red. Nine theatres in surrounding towns have closed recently and four in Jackson. The opening of a television station in Jackson helped bring about the referendum proposal.

Mentions Films on TV

"Jackson has Sunday movies actually with about 20,000 looking at TV on Sunday," M. A. Lightman, head of Malco said recently. The question is whether the privilege of showing movies shall be limited to the television station or whether it should be extended to the theatres. He also pointed out the new Casey Jones Museum, which charges admission, is open on Sundays.

Broadway Grosses

(Continued from page 1)

charge of advertising and publicity at 20th Century-Fox, reported that half of the attendance to date at the Roxy for the Rodgers and Hammerstein musical has been composed of children and said that the influx points up the success of the advertising campaign which was "aimed at bringing the family to the theatre."

Remodeled Park Avenue Policy to Be Set Soon

Availability of top product will determine whether or not the 599-seat Park Avenue Theatre due to reopen early this fall will exhibit "art films" or play as a standard house, a spokesman for the Walter Reade Theatre Circuit said.

Edwin Gage, circuit vice-president, said the theatre, closed since November, 1952 when it was leased to the National City Bank as a branch office, will be redecorated and painted later this summer to prepare for the opening in late September or early October.

TV Programs

(Continued from page 1)

and Jack Jacobs and depicted the industry as on the decline because of a downward trend at the box office which was attributed to television's impact, production curbs at studios in favor of independents, reduction of personnel and long term contracts.

The General Electric show, a remake of a previous program, told the story of a top motion picture director who was "out" to get an aged actor attempting a comeback. His bone of contention was that when the actor was in his "hey-day," the actor made him "crawl" as an assistant director.

These two programs, according to a number of motion picture industry officials, were "stupid depictions of present day industry conditions." One film company executive stated that "television is a sore loser and that the Goodyear show was a means for them to get back at us for our digs at them in some of our pictures.

Calls It 'Malicious'

Many of the motion picture industry executives asked for their reactions to the Sunday programs of both networks felt that "TV has lost no opportunity to downgrade the industry in the public's eyes." One executive emphatically stated that "The Film Maker" was "a vicious and malicious attack." However, another film official, specializing in advertising and publicity, pointed out that the Goodyear program was "interesting as it depicted an evolution of the screen."

The Goodyear program's central character was a studio executive producer who recognized the ideas and the people which make good films, not just money, and was considered the erstwhile "pace-setter" in Hollywood. The producer had practically unlimited freedom in producing his films which he considered "art." However, his studio's banker backers put pressure on him because of the decline at the box office and were eager to sell the studio's library to television. The banker wanted to curb production drastically in favor of independent production due to the change in times, he said, and also sought to have personnel reduced and long-term contracts abandoned.

Freed, Miss Parsons To Producers Board

HOLLYWOOD, July 2—Executive board of the Screen Producers Guild has appointed Arthur Freed and Harriet Parsons as members to fill the unexpired board terms of Sol C. Siegel and William Goetz. Siegel and Goetz requested replacement on the executive board due to conflicting business schedules.

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ALBANY 20th Century-Fox Screening Room 1052 Bway. · 2:00 P.M. ATLANTA 20th Century-Fox Screening Room 197 Walton St. N.W. · 2:00 P.M. BOSTON 20th Century-Fox Screening Room 115 Bway. · 2:00 P.M. BUFFALO Motion Pict. Operators Hall 498 Pearl St. · 8:00 P.M. CHARLOTTE 20th Century-Fox Screening Room 308 S. Church St. · 2:00 P.M. CHICAGO Warner Screening Room 1307 So. Wabash Ave. · 1:30 P.M. CINCINNATI RKO Palace Th. Screening Room 12 E. 6th St. · 8:00 P.M. CLEVELAND 20th Century-Fox Screening Room 2219 Payne Ave. · 2:00 P.M. DALLAS 20th Century-Fox Screening Room 1803 Wood St. · 2:00 P.M. DENVER Paramount Screening Room 2100 Stout St. · 2:00 P.M. DES MOINES Paramount Screening Room 1125 Nigh St. · 12:45 P.M.	DETROIT 20th Century-Fox Screening Room 2211 Cass Ave. · 2:00 P.M. INDIANAPOLIS Universal Screening Room 517 No. Illinois St. · 1:00 P.M. JACKSONVILLE Florida Theatre Bldg. Sc. Rm. 128 E. Forsyth St. · 2:00 P.M. KANSAS CITY 20th Century-Fox Screening Room 1720 Wyandotte St. · 1:30 P.M. LOS ANGELES Fox Westcoast Sc. Rm. 1837 So. Vermont Ave. · 2:30 P.M. MEMPHIS 20th Century-Fox Screening Room 151 Vance Ave. · 3:00 P.M. MILWAUKEE Warner Theatre Screening Room 212 W. Wisconsin Ave. · 2:00 P.M. MINNEAPOLIS Warner Screening Room 1000 Currie Ave. North · 2:00 P.M. NEW HAVEN Warner Theatre Projection Room 70 College St. · 1:30 P.M. NEW ORLEANS 20th Century-Fox Screening Room 200 Liberty St. · 2:00 P.M. NEW YORK Nome Office 321 W. 44th St. · 2:15 P.M.	OKLAHOMA 20th Century-Fox Screening Room 10 North Lee St. · 10:00 A.M. OMAHA 20th Century-Fox Screening Room 1502 Oavensport St. · 1:30 P.M. PHILADELPHIA Warner Screening Room 230 No. 13th St. · 2:00 P.M. PITTSBURGH 20th Century-Fox Screening Room 1715 Blvd. of the Allies · 1:30 P.M. PORTLAND Star Screening Room 925 N.W. 19th Ave. · 2:00 P.M. SALT LAKE CITY 20th Century-Fox Screening Room 316 East 1st South · 1:00 P.M. SAN FRANCISCO Republic Screening Room 221 Golden Gate Ave. · 1:30 P.M. SEATTLE Egyptian Theatre 2:00 P.M. ST. LOUIS S'rence Screening Room 3143 Olive St. · 1:00 P.M. WASHINGTON Warner Theatre Building 13th & E. Sts. N.W. · 10:30 A.M.
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Warner Deal

(Continued from page 1)

on, who initiated the deal on behalf of Si H. Fabian, president of Stanley Warner Theatres, will become a shareholder himself, and Jack L. Warner, production head of the company, who is scheduled to become its president under the new ownership, will add to his holdings in the company, presumably absorbing some of the shares originally intended for purchase by Fabian. Both will be members of the new board.

Kalmenson Also Director

Ben Kalmenson, Warner Bros. vice-president in charge of distribution, will be elected executive vice-president of the company, and a director. It could not be learned yesterday whether Samuel Schneider, Warner vice-president, will remain with the company. One unconfirmed report was that the uncertainty in that area had contributed to the delay in the closing of the deal, which at first had been predicted as taking place before the July 4th holiday. However, principals who were contacted declined to comment.

It was confirmed that the company, as cash from its recent \$21,000,000 film backlog sale to tv becomes available, and as other circumstances permit, will from time to time invite tenders of stock by other shareholders at a price "at or above that paid to the Warners."

Buyers May Total 18

The purchasing group is paying the Warners \$27.50 per share for an estimated 800,000 shares. The ultimate purchasing group will include about 18 persons, it was said, most of them holding nominal amounts.

The principal queried by MOTION PICTURE DAILY yesterday repeated a denial made last week that the new owners are intent upon a liquidating program, or contemplated sale at this time of Warner Bros.' 37½ per cent interest in the ABPC British circuit of 450 theatres. The denial was occasioned by a London report that Sidney Bernstein, chairman of Granada Theatres, reportedly was negotiating for the Warner interest.

Schine Offers

(Continued from page 1)

Plan offers five per cent of all net cash balances over a fixed charge amount, determined by actual operating expenses for the year. By operating his theatre as efficiently and economically as possible, each manager can share in the plan, since it is based on cash balance, rather than just increased grosses.

Zone Managers Included

The zone managers also will participate in the sharing plan. They will receive two per cent of all net cash balance increases in their territory, with deductions made for any theatres in their territories showing declining business. No adjustments were made in salaries or in any of the bonus plans now in effect on the circuit, it was stated.

Somebody Up There Likes Me

(CONTINUED FROM PAGE 1)

weight championship at picture's end. This is factual material, recent, documented, headlined as it happened, and it is picturized in a completely factual manner. There is no glamorizing, no forced extenuating, no disguising of the deeds and motives of the central character. On the contrary, the picture has more unexpiated violence, more resolute disregard of accepted order, than any comparable production of its class. At the same time it has momentum, directness and realism of a quality seldom attained by means of a camera.

The production abounds in excellent performances. Graziano is played by Paul Newman, seen heretofore primarily on Broadway and TV, who is sure to rise rapidly in film popularity in consequence of his portrayal.

The girl he marries is played by Pier Angeli, whose previous film appearances include none to compare with this role, and his manager is performed with surpassing skill by the great Everett Sloane. Sal Mineo, a TV performer seen also in the screen's "Crime In the Streets," and Eileen Heckart, from the stage, supply strikingly clear-cut supporting performances, as does the stage's Harold Stone as Graziano's father.

The picture is the over-all creation of the virtually infallible Charles Schnee, whose works include "The Bad and the Beautiful," an Academy Award winner, "Red River" and, more recently, "Trial."

The direction is by the expert and experienced Robert Wise, who directed another top-grade boxing picture entitled "The Set-Up," as if in foresighted training for this bigger and better one. His work is faultless.

The screenplay is by Ernest Lehman, whose scripts for "Sabrina," "Executive Suite" and "The King and I" are getting him talked about as the outstanding recruit to the screen's writing force since Joe Mankiewicz.

Running time, 112 minutes. General classification. Release date, not set.

WILLIAM R. WEAVER

U-I to Have 8 Films Shooting This Month

HOLLYWOOD, July 2 — With starting dates on six pictures having been approved by Edward Muhl, Universal-International vice-president in charge of production, U-I will have eight pictures before the cameras during July, with filming of these pictures spread from Munich to Tokyo.

First of the new starters is "The World and Little Willie," Maureen O'Hara - John Forsythe - Tim Hovey Technicolor starrer to be produced by Howard Christie and directed by Jerry Hopper. Shooting has just started.

Early A.M.; East-West N.Y. Bow for 'Dick'

The dual New York premiere of Warner Bros.' "Moby Dick" at the Criterion and Sutton Theatres will bring the film version of the Herman Melville novel to both East side and West side film patrons simultaneously. The Technicolor Moulin production, directed and produced by John Huston and starring Gregory Peck, will open at the Criterion in the heart of Times Square at 9:30 a.m., running continuously until 2 A.M., and at the Sutton, on East 57th Street, at 10:00 A.M., the earliest opening ever scheduled at the East side theatre. The Sutton Theatre is installing a new and much enlarged screen and stereophonic sound equipment especially for the engagement of "Moby Dick." The Criterion was already equipped to show the film.

'Open Letter' Sent

Fund's Report Aid to Reds, Legion Says

From THE DAILY Bureau

WASHINGTON, July 2 — The American Legion has sharply attacked the Fund for the Republic's report on employment practices in the entertainment industries.

In an "open letter to the entertainment industry," Legion National Commander J. Addington Wagner declared the report is an "exposition" of the Fund's "own abysmal ignorance of Communism." He said the report would be used as a lever "to force the entertainment industry to hire back all those reds and pinks whose record once before made them a liability to the industry as well as to the nation."

Criterion Laboratory Has Expansion Plans

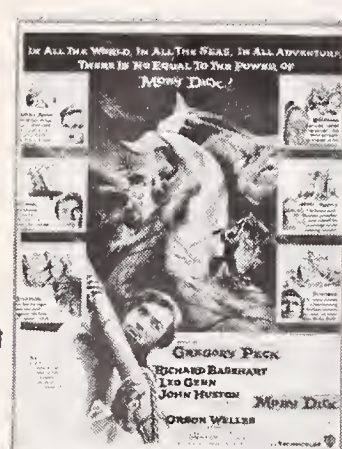
Plans for the hiring of technicians in all major departments were announced yesterday by Fred Todaro, former plant superintendent of Circle Film Laboratories, who has purchased and renamed the company Criterion Film Laboratories, Inc.

THE BIG ONES ARE ADVERTISED IN LIFE

In LIFE's July 2nd issue:



Paramount Pictures
That Certain Feeling



Warner Brothers
Moby Dick



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MOTION PICTURE DAILY

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NEW YORK, U. S. A., THURSDAY, JULY 5, 1956

TEN CENTS

EDITORIAL TOA Plans Promise Unique Convention

By Sherwin Kane

SIGNIFICANT and most commendable are Theatre Owners of America's several plans for spotlighting new product and ideas or merchandising it at its annual convention to be held in the new coliseum in New York next fall concurrently with the TESMA equipment trade show.

Top showmen from TOA's ranks will meet in Chicago July 30-31 to prepare a catalogue of the best of the proven stunts for winning theatre attendance and to winnow out the most promising of the new plays presented there. Copies of the showmanship manuals resulting will be available to every exhibitor in attendance at the TOA convention in September.

In addition, TOA's president has addressed a request to the president of every national producing-distributing company for clips from the best of their future releases for screening at the convention.

Too many times in the past have exhibitors and, inseparably, the industry, been publicly ridiculed for devoting their national conventions to discussions and displays of practically everything pertaining to their business except that most important item of all—the pictures or their screens.

It must by now be apparent to all that the things that matter to an exhibitor and his theatre operation are product—its quality and availability, and its proper presentation to the public—both within the theatre and in the attention-getting activities outside it which will attract the maximum audiences to the theatre.

These, rather than inflammatory and irresponsible convention oratory, or heated calls for Federal regulations and hearings, are what will bring people to the theatre, thereby solving exhibition's real problems.

Martin Visited European Theatres

Finds Americans Ahead In Concessions Operations

(Picture on Page 3)

American theatremen can offer their European counterparts a lot more help in running theatres, especially in the handling of concessions, than European exhibitors can do for their U. S. confreres, in the opinion of E. D. Martin, chairman of the board of Theatre Owners of America, who returned here early this week from a three-month tour of North Africa and the Continent.

3 U. S. Films Win in Berlin

By V. VON ZUEHLSORFF

BERLIN, July 4—Motion Picture Export Association of America member companies took three out of the four first prizes awarded by the International Jury at the Berlin Film Festival here.

Award for the best picture went to M-G-M's "Invitation to the Dance." Best male acting award went to Burt Lancaster for his role in "Trapeze." Other awards went to Robert Aldrich for directing "Autumn Leaves," and "Richard III" for second feature prize.

Top public vote rating went to the German film, "Vor Sonnenuntergang." The second place winner in this category went to "Trapeze."

Martin, who along with his brother Roy Martin, operates a circuit of some 130 theatres throughout the Southern U. S., stated that his mission abroad was to survey motion picture theatre operations from an American's standpoint, to see if any European exhibition ideas could be used by American exhibitors, and to assist Myron N. Blank, TOA president, and Walter Reade Jr., TOA executive, at the Cannes Film Festival in France.

Martin said he visited, "as a paying patron" some 200 theatres from Tangiers to Copenhagen and from East Berlin and Austria to the French coast. He was most impressed, he declared, with the courtesy of European exhibitors towards their patrons, the extreme cleanliness of their marble or stone theatres, and the "high plane" (Continued on page 3)

Commerce Department Reports

West German Industry on-the-Rise; Production Up; 300 Theatres Built

From THE DAILY Bureau

WASHINGTON, July 4—All branches of the West German film industry experienced major growth in 1955, according to a report by Nathan D. Golden, Commerce Department film chief.

A record number of feature films were produced, he said, some 300 new theatres came into operation, box-office receipts were almost 7% above 1954, and export earnings of West German films also increased. Box office receipts and attendance this year will be higher than in 1955, Golden predicted.

German firms produced a record 128 features last year, compared with 108 in 1954, according to the Commerce report. The number of color features rose from 26 to 39, and increases in documentary films and shorts were also recorded.

At the end of 1955, there were

approximately 5,650 theatres in operation in West Germany and West Berlin, with a total seating capacity of 2,330,000, Golden said. This compared with 5,328 theatres with a 2,192,000 seating capacity at the end of 1954. Golden stated that the number of new theatres built this year was not expected to be as great as the number last year.

Motion picture attendance last year was put at 770,000,000—about 5% above the 1954 total of 733,000,000. Gross income of West German theatres was reported as having risen from about \$190,000,000 in 1954 to (Continued on page 2)

Critical

Daff Asks More Showmanship, Less Politics

Says Universal to Make 34 Films During Year

By LESTER DINOFF

The motion picture industry currently has "too much politics within it and too little showmanship at point of sale," according to Alfred E. Daff, executive vice-president of Universal Pictures, who disclosed here that his company is showing its confidence in the future in producing 34 pictures by the end of 1956 and by scheduling a minimum of 30 films for 1957 production.

Daff, recently returned from a visit (Continued on page 2)

Arthur Bromberg, 80, Dies in Alabama

Special to THE DAILY

MOBILE, July 4—Funeral services were held here today for Arthur C. Bromberg, president of Allied Artists' southern exchanges, who died at his home in Bayou La Batre, Ala., Tuesday after a brief illness. He was 80 years old.

Born in Mobile, Bromberg entered the film industry in 1907 when he (Continued on page 2)

'King' Grosses the Biggest Since Days of 'The Robe'

Rodgers & Hammerstein's "The King and I" in CinemaScope 55 is doing the biggest business in three years, since 20th Century-Fox launched "The Robe" in CinemaScope, according to reports from the first 13 domestic playdates.

The film took in a three-day gross of \$20,838 at Grauman's Chinese (Continued on page 2)



Alfred E. Daff

PERSONAL MENTION

GEOFFREY SHURLOCK, Production Code administrator, left New York yesterday for London via B.O.A.C.

LEON ROTH, United Artists West Coast publicity coordinator, is in New York en route to Europe.

EDMUND GRAINGER, producer, will leave Hollywood next month for France.

L. E. GOLDHAMMER, Allied Artists Eastern sales manager, is in Pittsburgh from New York.

CHARLES LEVEN, production assistant to **SOL C. SIEGEL**, arrived in New York yesterday from the Coast, and will leave here today by plane for Paris.

WILLIAM WYLER, producer-director, left here yesterday for Europe.

DAVID MILLER and **CHARLES KAUFMAN**, Columbia Pictures director and writer, respectively, will leave here today aboard the "Queen Mary" for Europe.

GEORGE J. WALDMAN, independent distributor, has returned to New York from the Coast.

PAUL NEWMAN has arrived in New York from Hollywood.

JOSHUA LOGAN is scheduled to return to Hollywood tomorrow from New York.

New Theatre In Iraq Up to "U.S. Standards"

WASHINGTON, July 4—Iraq has a new motion picture theatre that compares favorably with first-run U.S. theatres, the Commerce Department has reported. Film chief Nathan D. Golden said the theatre, the Khayam Cinema, is equipped almost entirely with U. S. equipment. It has 1,500 seats, is air-conditioned, and has screen and sound equipment for the newest wide-screen films.

Halmar D. Shreffler, 69

SHELBY, O., July 4—Funeral services will be conducted here tomorrow for Halmar D. Shreffler, 69, pioneer Ohio exhibitor and owner of the Castamba Theatre here, who died early this week following a heart attack. Survivors include his wife, a son and grandchildren.

Showmanship

(Continued from page 1)

to the Universal studios in Hollywood, following a lengthy visit in Europe, pointed out that the "industry today would best be served by merchandising product in localized campaigns. By using fundamental showmanship at the point of sale, a theatre manager will get right at his patrons."

The Universal executive said that "national campaigns for merchandising product are thinned out and impact on the public is generally lost." The theatre manager, armed with a campaign designed for his community, will have better opportunities for attracting attention to his presentation, Daff said. Exhibition must "ba-

Universal Pictures has no plans to sell its backlog of feature films to television, Alfred E. Daff, executive vice-president, said. Daff said that the only product which the company has sold to television was some shorts "some time ago."

sically make theatre managers' positions more attractive than they currently are, financially, in order to give incentive to managers to push a film wholeheartedly," he observed.

Daff asserted that presently there is "too much time spent on intra-industry politics and not enough time spent on showmanship." He said that if all those who appeared before the Senate Small Business sub-committee would have devoted equal amounts of time to pushing product, "business during that period would have been higher." He also stated that all reports published about detrimental industry conditions in the U. S. give the American industry a "black eye" in many foreign countries.

In outlining Universal's optimism for the future, Daff said that of the 34 films which will be produced by the end of this year, 33 are currently set for release in 1956. He said that with exhibitors all over the country calling for more product, the company in 1957 will maintain its high production rate by scheduling at least 30 films to be produced next year.

Players Have Their Assignments

The veteran industry executive also disclosed that by the end of 1956, all of the overseas talents—actors, actresses, directors—with whom the company has contracts will have been given their assignments.

Commenting on Europe, Daff said that business is generally good, but there are three problem areas on the Continent for American companies. He pointed to Denmark, Spain and Italy, countries in which there are governmental restrictions and economic conditions which, he said, hinder business.

Daff Favors Coast Junket for Press

A trip to Hollywood for members of the American press, as envisioned by the advertising and publicity directors committee of the Motion Picture Association of America as one of the ways to revitalize interest in films, brought favorable comment from Alfred E. Daff, executive vice-president of Universal Pictures, who stated that "the closer the press is brought to the production of motion pictures, the better the understanding they will have of industry problems."

W. Germany

(Continued from page 1)

about \$205,000,000 for year of 1955.

Turning to the distribution side, Golden said that 486 features were released in West Germany last year, compared with 462 in 1954. Of the 1955 total, 122 were German-produced, 215 were of U. S. origin, 55 were French, 31 Italian, 24 British, and the rest scattered among other countries. Golden declared that screen time for U. S. films, which amounted to about 35% to 37% during the 1953-54 year, picked up slightly in the 1954-55 year.

'King' Grosses

(Continued from page 1)

Theatre, Los Angeles, and \$21,912 at the Fox Theatre in San Francisco. "The King and I" grossed \$27,495 over the weekend at the Oriental, Chicago.

Other theatres reporting excellent business are the Roxy, New York; Warner, Atlantic City; Centre, Buffalo; Fulton, Pittsburgh; Metropolitan, Boston; Capitol, Washington; Centre, Denver; Fox, Portland, Ore.; 5th Avenue, Seattle; and the Fox, Atlanta.

Goldwyn to Get Award While on Trip Abroad

PARIS, July 4 — Producer Samuel Goldwyn will be awarded a "Victorie du Cinema Francais"—the French equivalent of the "Oscar"—at a dinner in his honor on July 11 here. Hosts at the dinner, which will be attended by notables of the French film industry, will be the magazines "Cine-monde" and "Le Film Francais." The award will honor Goldwyn as a "pioneer of the industry and for the consistent high quality of his productions."

Goldwyn, accompanied by his wife, sails for Europe tomorrow. In addition to Paris he will visit Brussels, Belgium, where the European premiere of "Guys and Dolls" will take place at the Eldorado Theatre on July 20th, as well as London and Rome.

Asks for 'Safeguards' In Showing Foreign Films At Colleges

From THE DAILY Bureau

WASHINGTON, July 4 — Senator James O. Eastland (D., Miss.), chairman of the Senate Internal Security Subcommittee, said today that more effective safeguards must be placed around the showing of foreign films in U. S. schools and colleges.

During recent subcommittee hearings, one of the witnesses, Alexander Sherman, testified he distributes foreign films, including those of the Soviet Union's Artkino, and that he places these films mostly in colleges and schools.

"This propaganda campaign, upon which the Soviet and its satellites are spending such huge sums, is obviously considered by the Kremlin to be an important front in the cold war," Eastland declared.

Arthur Bromberg

(Continued from page 1)

opened the Bromberg Film Exchange in Birmingham. He joined the Triangle Film Corp. in 1915 as southern sales manager and four years later he organized the Southeastern Film Exchange here. He acquired the franchise here for Republic Pictures in 1935 and sold it to Republic in 1941. Two years later he purchased the controlling stock in Monogram southern exchanges and was named president of that company.

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... NEWS ROUNDUP

“War & Peace” Screening

Seven executives of Paramount Pictures are in London today to attend a private screening of Leo Tolstoy's "War and Peace," which will be released in late August by Paramount. The producer Dino DeLaurentiis and director King Vidor, who started production of the VistaVision-Technicolor film a year ago Thursday, are expected to attend the screening also.

Paramount executives from New York include Barney Balaban, company president; Paul Raibourn, vice-president; George Weltner, worldwide sales head; Russell Holman, interim production head; Charles Gasberg, supervisor of sales of "War and Peace"; Jerome Pickman, vice-president in charge of advertising, publicity and exploitation, and Sid Menstock, advertising manager.

Two Theatres to Martros

Martros Theatres, Inc., of Buffalo, N. Y., has taken over operation of Cinema Theatres in Buffalo and Rochester. Associated with James A. Martina of Dansville, president in the area are his son, John R., also of Dansville and William P. Rosenow of Buffalo. Martros has long-term leases on two theatres, according to Martina. The houses have been operated by Philip Cohen of Caledonia and Morris Knick of Rochester.

Box to Start 'War Drums'

"War Drums," a color feature based on the life of an Apache Indian chief, will go before the Cel-Air Productions cameras this month in Utah. It will mark the 20th film made by the independent company of Aubrey Schenck and Howard W. Kock over three-and-a-half-year period.

Upstate Drive-in to Open

The 600-car drive-in theatre now under construction near Ravena, N. Y., is scheduled to open next Wednesday. About 12 miles from Albany, it is being booked by Liggett & Florin, New York.

'Paradise' in Third Week

"Crowded Paradise," starring Hume Cronyn and Nancy Kelly, has entered its third week at the World Theatre here.

Albany House Closes

The Colonial in Albany will close for the summer. It is an uptown suburban-run, put back into operation last December after three years of activity.

Martin in Report on Europe



M. P. DAILY PHOTO

WHAT HE SAW and what he deduced. E. D. Martin, circuit owner and TOA leader, at the office yesterday describing his inspection of the European industry scene. With him, at left, is TOA administrative assistant Claude Mundo.

(Continued from page 1)

on which they present their product.

Pointing out that European exhibition business "seems to be pretty good," Martin said he studied the handling of concessions operations there and found it way below American standards. "In Europe, exhibitors do not push concessions as we do in America for theatres do not need the supplemental revenue," Martin said.

"The presentation of motion pictures is primary in European theatre operations," the TOA board chairman stated, adding that theatres outside the U. S. have a much wider selection of product than U. S. exhibitors. However, he did say that concessions in some European theatres are making headway. "In Austria, I saw popcorn warmers used; alcohol and chocolates

in theatres in France, Spain and Italy; and soft drinks, particularly Coca Cola and Pepsi Cola, in theatres in other countries," he said.

Commenting on European product, Martin stated that, while most foreign films are generally money makers outside the U. S., a vast majority of them are not successful in America due to their "extremes" in dramatic realism, which U. S. audiences generally do not appreciate. On the other hand U. S. films, musicals and fantasies are generally not well received abroad, he said.

Martin said that he visited France, Italy, Spain, Morocco, Switzerland, Austria, Denmark and Portugal. He returned to his Columbus, Ga., home from New York on Independence Day eve.

Wilcox Finalizing U.S. Release of 'Daughter'

Distribution plans for the American release of "My Teenage Daughter" are being finalized here in talks between Herbert Wilcox and his American producer representative George Schaefer, the British producer said here.

Wilcox, who is scheduled to sail for England today aboard the Queen Mary, said that he is also casting his next independent production, "Yangtze Incident" which will star Richard Todd and will be distributed by RKO Radio Pictures. The film will be made in England.

RKO to Promote 'Lady' In Television Magazines

RKO Radio Pictures, in a move to combat television on a national scale, will take full page advertisements in leading television magazines to promote "The First Traveling Saleslady."

The magazines which will carry the advertisements are "TV & Radio Mirror," "TV Star Parade," "TV People & Pictures," "TV Best" and "TV Fan."

Ted Williams to Direct N. E. Jimmy Fund Drive

BOSTON, July 4—Ted Williams of the Boston Red Sox, has accepted the general chairmanship of the 1956 Jimmy Fund Drive, which is co-sponsored each year by the Variety Club of New England, the motion picture industry, and the Red Sox to aid the Jimmy Building hospital for children stricken with cancer. At the news conference announcing his acceptance, Williams said he hoped to make the current campaign "the biggest in the history of the organization."

"I want to get support for the Jimmy Fund nationally in addition to locally," he added.

'Trapeze' Sets Records

Hecht and Lancaster's "Trapeze" is rolling up the greatest business in United Artists' history in its 405 key-date saturation booking, according to William J. Heineman, United Artists vice-president in charge of distribution. The film has established all-time theatre and UA records for both opening-day and weekend grosses in exchange areas throughout the country, he said.

On Oct. 1

NTN Will Have 7 Branches for 57 Affiliates

By JACK EDEN

Seven branch offices throughout the nation will serve at least 57 affiliate tv stations of the National Telefilm Network which will go into operation October 1, it was reported yesterday.

Ray Nelson, vice-president and general manager of the network, said that the New York office, which is to be augmented by the addition of some 25-30 employees by September 1, will serve as the focal point for other branch offices planned in Chicago, Los Angeles, Minneapolis, Boston, Dallas and Memphis. Sales force personnel will be added in each of the branches.

Says 'Tooling' Is Progressing

He said further tooling of the organization will take some time but this should be accomplished long before active programming is started.

Nelson explained that National Telefilm Associates, Inc., established the network which has some 57 affiliates already under contract but he declined to name these tv outlets claiming that "others are to be added and we must withhold this information until the list is near completion." Nelson did say that the one New York affiliate has already been signed but, again, he declined to name the station.

The primary object in shaping the network, he pointed out, will be "active programming because it is a selling factor. We want to create a television that doesn't exist now."

Web Affiliation a Factor

He explained this by saying that in certain locations the independent outlets suffer due to active programming schedules by the major networks. "In contrast, we intend to build up one of these independents in various cities to a status where it compares favorably with the current network stations."

"We want to broaden the base of major market tv and induce more competition," Nelson concluded.

Five Films Shooting on RKO Lot During July

From THE DAILY Bureau

HOLLYWOOD, July 4 — RKO will have five films before the cameras this month, its highest production peak since the new studio took over, according to William Dozier, vice-president in charge of production. Started this week was "The Day They Gave Babies Away," and beginning next Monday is "The Young Stranger." Set to start July 16 is "I Married a Woman." Now before the cameras and scheduled to continue through July are "Bundle of Joy" and—on location at St. George, Utah—"Run of the Arrow."

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ROCK-ROCK SKY-ROCKETING CAMPAIGN!

WATCH OUR
STAR-DUST!

National Pre-Selling

"THE King and I" was selected by Marshall Scott of "Cosmopolitan" as the outstanding picture of the month for July. Scott says, "The picture is a delight from its beginning to its end. In between, there is 'The Small House of Uncle Thomas,' an added Oriental conception of 'Uncle Tom's Cabin,' and very probably the most charming ballet ever filmed."

Two striking color ads, one on "That Certain Feeling," and the other on "Moby Dick," appear in the July 2 issue of "Life."

Ed Miller interviewed Audrey Hepburn to get her reactions to her role as "Natasha" in "War and Peace," for the July issue of "Seventeen." Audrey says, "Playing 'Natasha' is a completely exciting experience, it is an actress' hope of Heaven." In a romantically authentic bit of casting, Mel Ferrer—Audrey's real husband—plays "Prince Andrey," great love of "Natasha's" life. A two-page spread liberally supported with production photos illustrates the article.

"Lust for Life" is advertised on the table of contents page in the July issue of "McCall's."

Lawrence J. Quirk, a member of the editorial staff of Quigley Publications, has written a historical sketch of the romances of cinema stars for the August issue of "Movie Life." Titled "Loves that Rocked Beverly Hills," it deals with present-day stars and those of the early 20's.

As for Grace Kelly, whose picture, "High Society," will have its premiere at Radio City Music Hall. Quirk says: "No one believes she is through with films. The driving inferiority complex, the intense compensative urge that drove shy, frail little Grace to outdo and outshine her more robust, extroverted brother and sisters in childhood and adolescence is still part of her nature. Playing second fiddle to a European princeling with necessarily rigid ideas about male predominance may sit ill with her."

Eleanor Harris has written a well-detailed profile of Elizabeth Taylor for "Look." The first installment starts in the July 10 issue. "Raintree County," Elizabeth Taylor's latest picture, and her co-star, Montgomery Clift, are prominently mentioned in the first installment.

WALTER HAAS

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One Man's TVViews

By Pinky Herman

NOWADAYS when someone tells his pals he is to leave for Hollywood he only reveals half the story. Unless he (or she) explains forthwith the reason for the westward trek, he's invariably asked, "The movies or tv?" Our Sunset & Vine scouts inform us that at least half of the activity there is now devoted to tv, live or filmed. Comes word that Screen Gems plans to develop at least 20 new tv programs for the 1957-58 season and has acquired the building adjoining its property on N. Beachwood Drive in Hollywood to house the augmented writers, producers and directors staff. . . . Walt & Roy Disney, who between them have helped make dreams come true for thousands, found their own dreams come true during the past two days when they visited the scenes of their boyhood at Marceline, Kansas, where as guests of honor they participated in the dedication of 10-acres for the Walt Disney Municipal Park. Films of the occasion will be televised on a future "Mickey Mouse ABClub" program.



We were admiring pictures, autographed by famous Americans of all walks of life with Harry Wismer in the latter's office at General Teleradio when Judy Chotin, Harry's efficient secretary, ushered in Jack Burnett, Mutual's director of sports, and producer of the Harry Wismer Sportscasts. "Jack," said your roving reporter, "You look just like an old associate, Freddie Schrader, who used to work with us on Motion Picture News a few years ago." (Ed. note: A few years???? That was way back in 1930, which makes it exactly 26 years ago.) So as we were printing—prior to the rude interruption—er-er-before the editor so kindly injected his sage observation and correctly ascertained the exact number of years—you look like a ringer for Schrader." "Well," welled Burnett, "I'll have to say one thing about you, Pinky, and that is—you're consistent. You told me this very same thing about 12 years ago in Chicago when we first met in Jack Ryan's office at the NBC press relations dept. You were at the time on one of your annual visits to the NAB convention and Ryan, Shep Chertok, you and I often met to bend on occasional elbow between speeches." . . . Trend of the times! Go to a drive-in movie and DANCE. . . . Of course the teen-agers will have to emerge from their jalopies in order to trip the light fantastic but the operators of the King Center Drive-in, located in Houston, Texas, have built two dance floors so that hepcats, attending the showing of Columbia's "Rock Around the Clock," could jitter bug to Bill Haley's rock n' roll rhythms.



Jack Burnett



Dennis James, whose new TV series, "High Finance" debuts this CBSaturday nite (10:30-11:00 P.M.) observes his 18th year in television. That's right—TELEVISION. Dennis started emoting before the tv lens as far back as 1938 at DuMont's W2XWV. Peter Arnell is producer of the show with Lou Spoza, director, and featuring music by John Gart's ork. . . . With the success of "Wyatt Earp" and "Cheyenne," ABCchieftains and Jack Chetoc Productions have decided to slant the new "Lone Ranger" series toward adult audiences, retaining enough of the action to hold the moppets' interest. . . . If Hollywood moguls ever plan to re-film the life story of the Great John L. Sullivan, (the real true story of his absorbing life after his retirement from the ring has never been told) they should sign Joe E. Brown as technical advisor. Monday, at the round table in the Lambs Club, at which were seated Shepherd Walter Greaza, Bill Gaxton, Joe Smith, Don Kerr, Fred Hillebrandt, Eddie Miller, Dan Healy, Don De Leo and Ed Weiner, Joe held us spellbound with his anecdotes of the Boston Strong Boy, who loved young Joe and taught him the manly art of self-defense. . . . "Frankie Laine Time," a full-hour TVariety show, will CBSummer replace "Arthur Godfrey Show," starting Wednesday, Aug. 1.



Dennis James

REVIEW:

Simon and Laura

Universal-International-Rank

THE BRITISH have sent us a satire TV, domesticity, triangles, and sorted other subjects in the film "Simon and Laura" and while the it purveyed doesn't quite measure up snuff, chiefly because the accents and the British humor are a little strongly in evidence, there are a number of amusing moments.

Peter Finch and Kay Kendall in this ironical little spoof, and VistaVision and Technicolor, is nothing to be desired technically. The direction of Muriel Box slickly glosses over the moments of tedium and highlights what is saleable, and there is enough of the latter to keep American exhibitors in a fairly receptive frame of mind, though chiefly because Kendall's popularity in this country is zooming. And very lovely she looks here. That she and Finch's comic humours and arch posturings never quite get off the ground is the screen writer's fault rather than theirs.

As a famed British theatre couple who battle in private and coo over TV as the best-loved highest-rated program on the air, they are frequently amusing. The best fun comes when they get a little too much of the cup that cheers on an amiable Christmas night, and shake the teletubes with a real-life domestic battle seen by millions of televisioners. Do they get fired? No, sir, seems the viewers were getting bored with the constant spectacle of haughty domesticity and some air-clearing by the royals were just what were needed to spark up the program. So all is happily.

Lending good support are Carmichael, a sort of "other man" waiting on Miss Kendall, and M. Pavlov, who does "other woman" duty by Finch. Alan Melville wrote the script.

Running time, 91 minutes. General classification. For July release.

LAWRENCE J. QUINN

PEOPLE

Lou Kravitz, former vice-president of two Chicago film companies, has joined the staff of Fred Niles Productions as an account executive.

Lenore Lemmon has been engaged by Brenon and Morgan Associates to do special publicity work on "Frank Fox," Robert Aldrich's latest production for United Artists.

Raymond Woodaman has been appointed head of the RKO Studio chasing department, effective immediately.

Pier Angeli, who stars in M-G-M's "Somebody Up There Likes Me," will make two personal appearances at Loew's State today at the opening of the picture.

All
the News
That
Is News

QP

MOTION PICTURE DAILY

Concise
and
to the
Point

QP

VOL. 80, NO. 4

NEW YORK, U. S. A., FRIDAY, JULY 6, 1956

TEN CENTS

Weather Helps

Holiday Boosts Business In All Situations

Four Broadway Theatres Set New Grossing Marks

The inclement weather which beset the national scene on Independence Day was proclaimed by circuit and independent theatremen as a major factor in boosting grosses in Broadway and neighborhood theatres to such a high plane that long-established holiday records fell and new ones were chalked up.

New York City exhibition was most enthusiastic in describing their July 5th figures as four theatres, the Roxy, with "The King and I," the Criterion and Sutton, both with Moby Dick, and the 55th Street Playhouse, with "Bullfight" announced that new grossing records were established.

The 20th Century-Fox CinemaScope 35 production, in its first week at the Roxy Theatre here, grossed a huge \$31,000, according to managing director. (Continued on page 7)

10 Feature Films Win Golden, Silver Bears At Berlin Festival

By V. VON ZUEHLSDORFF

BERLIN, July 5—Ten feature motion pictures and documentary productions from six nations won top honors at the Berlin Film Festival which concluded here this week. Four of the top honors. Gold and Silver Bear Awards, were presented to U. S. film representatives.

The Main Jury prizes for features, the Gold Bears, went to "Invitation to a Beheading" (Continued on page 6)

Philadelphia Jury Asks Censorship

PHILADELPHIA July 5—The June Grand Jury here has recommended that the City Council enact "immediately" a film censorship ordinance, in its month-end report. The jury noted that "the similarity of criminal plans (Continued on page 7)

DCA in Deal With Wilcox

Distributors Corp. of America will invest \$1,000,000 in the production of three British productions which will be produced in Great Britain within the next nine months by independent producer Herbert S. Wilcox, the British producer stated here yesterday, prior to his departure for London.



Herbert Wilcox

Wilcox said that the three films, "Yangtze Incident," "The Battle" and "Eastern Approaches," will have an overall production budget of over \$3,000,000.

Under the agreement with DCA, (Continued on page 7)

SAG Letter Urges 'Revitalized' AAAA

From THE DAILY Bureau

HOLLYWOOD, July 5—The Screen Actors Guild has proposed to the Associated Actors and Artistes of America that a special meeting be called in the autumn, to be attended by all actor unions, "for the purpose of strengthening and revitalizing the international union." The proposal, in a letter signed by executive secretary John L. Dales, reads in part:

"It seems imperative to us that we (Continued on page 6)

Senate Report on Film Industry Trade Practices May Be Issued Late in July

From THE DAILY Bureau

WASHINGTON, July 5—The Senate Small Business sub-committee report on motion picture industry trade practices may be issued late this month as a draft of the proposed report has been prepared by the sub-committee staff and is being processed for circulation to the senators, according to a committee representative.

When the sub-committee wound up its recent hearings, chairman Hubert Humphrey (D., Minn.) said he hoped the report would be out by mid-July. However, work has proceeded more slowly than expected, and sub-committee officials now think it will be more likely ready by the end of the month.

The senators must now go over the report, add their comments, and then a final draft will be prepared for issuance to the industry. The fact that Congress will be at work for another few weeks, longer than originally expected, has also removed some of the urgency for getting the report out by mid-month, it was indicated.

MPAA Members Vote Financial Aid

2d Audience Awards Campaign Assured

Organizing Work to Be Begun by Coyne; Compo Dues Drive to Commence Aug. 1

A new Audience Awards campaign sponsored by the Council of Motion Picture Organizations is assured for next fall in consequence of a favorable ruling by member companies of the Motion Picture Association of America on a Compo request for further financial cooperation, it was learned yesterday.

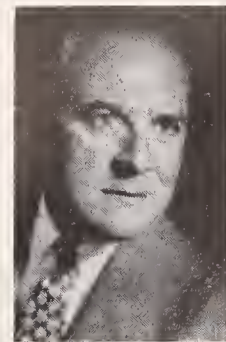
The MPAA member companies renewed their agreement to match exhibitors' dues payments to Compo up to a maximum of \$100,000 for another year. The additional financing makes possible another Audience Awards campaign. Previously, there was doubt that the campaign could be repeated because Compo's treasury has been depleted by the current effort to obtain Federal admissions tax repeal or modification, and planning for a new Audience Awards or other projects could not go forward without the funds for conducting them having been assured.

Robert Coyne, Compo special counsel, returned to Washington yesterday to be on hand in the event the House Ways and Means committee meets tomorrow. (Continued on page 6)

Rosen Appointed to TOA Convention Post

Samuel Rosen, executive vice-president and a director of Stanley Warner Corp., has been named honorary chairman of the TOA International Convention and Trade show which will be held at the New York City Coliseum, Sept. 20-25, it was announced by Myron N. Blank, president of Theatre Owners of America.

Blank stated that Rosen's acceptance of the post "is essential. The counsel and guidance of this popular (Continued on page 6)



Samuel Rosen

PERSONAL MENTION

LOUIS DEROCHEMONT returned to New York last night from New Hampshire.

SALLY FISHER, secretary at Allied Theatre Owners of New Jersey, will leave New York today for Europe aboard the "United States."

WILLIAM GARGAN left here yesterday for London via B.O.A.C.

JESSE CHINICH, Buena Vista Western division manager, will leave here on Monday for key cities of the West Coast.

EDWIN FIDELI, owner of the Tri-Town Drive-in, Lunenburg, Mass., is the father of a daughter born to Mrs. FIDELI, at Worcester City Hospital.

SIDNEY POITIER has left New York for England via B.O.A.C.

HARRY FOSTER, of Columbia Pictures short subjects department, returned to New York yesterday from Washington.

GEORGE F. GROVES, technical adviser to Warner Brothers on police departmental procedure, has returned to New York from the Coast.

SAM SPIEGEL, producer, returned to New York yesterday from St. Petersburg, Fla.

HOWARD HOHLER, Warner Brothers script supervisor, was married in Havana to **ESPERANZA BARUH RODRIGUES**.

BERNICE F. LIVINGSTON, publicity director of United Motion Picture Organization, has left New York for Europe.

S. Chaplin Going Abroad

HOLLYWOOD, July 5—Saul Chaplin, appointed to an associate producership on "Les Girls" by producer Sol C. Siegel after seven years as musical director at the M-G-M studio, leaves here next week for Europe to join Siegel and director George Cukor in the selection of locations.

N T Dividend Set

LOS ANGELES, July 5—The board of directors of National Theatres today declared a quarterly dividend of 12½ cents per share on the outstanding common, payable Aug. 2 to holders of record on July 19.

Col. Offers Theatres Projection Pointers

Columbia Pictures has compiled a four-page brochure which it is sending to theatre operators and projectionists with each print of "The Eddy Duchin Story" offering suggestions for operation of the projection and sound equipment of the theatre so as to give audiences the maximum possible enjoyment out of seeing and hearing the CinemaScope production.

The brochure, developed by studio technical chief Gerald Rackett, presents four main suggestions:

¶ To get the maximum light output from the projector the alignment of the optical system must be checked from time to time because with the intermittent heating and cooling of the equipment, parts distort and warp and alignments are disturbed. Light losses of as much as 50 per cent can occur over a four to six month period because of this.

¶ Keep the surfaces of reflectors, condensers and port glasses clean as a very small film of airborne grease on any of these surfaces can cut the light output by as much as 25 per cent, causing a flare in the picture and damage to the picture sharpness.

¶ At each change-over, the reel should be carefully focused for as the machine heats up, alignments and distances begin to change and focus should be followed during the first two or three hundred feet of a reel, as it will continually change until the machine and the optical parts have come up to their operating temperature. Very frequently reels go out of focus about one-third of the way through their run for this reason.

¶ The audience likes to hear well in all parts of the theatre and this will only occur if the horns behind the screen are pointed in directions that give the best distribution of both the high and low frequencies of the sound output. Clean sound optics is also stressed.

Rackett also points out that Columbia averages out the density of its prints to fit the requirements of the brightest screens of first-run theatres and the low light level screens of the big drive-ins.

Abrams Rejoins NSS As N. Y. Branch Manager

The appointment of Leo Abrams as manager of the National Screen Service's New York branch office at 630 Ninth Ave., has been announced by George F. Dembow, NSS president, who reported that Abrams rejoined the firm in New York earlier this week.

Previously employed by NSS, Abrams will succeed Al Rothschild whose resignation is effective Monday.

'Trapeze' Business Sets London Records

From THE DAILY Bureau

LONDON, July 5—Hecht-Lancaster's production of "Trapeze" has established new grossing highs in its opening week at the Odeon, Marble Arch, when it rolled up a big £6,000 (\$16,920), it was announced by Arnold M. Picker, vice-president in charge of foreign distribution for United Artists.

Picker said that the CinemaScope production's first-week gross was the biggest house gross since 1949 and established new Odeon records for the opening day and weekend.

Small to Produce TV Series in Canada

Special to THE DAILY

HAMILTON, Ont., July 5—The facilities of the Canadian Film Industries studios here will be utilized by producer Edward Small who will shoot his proposed \$1,500,000 television series of 39 episodes, based on the "Last of the Mohicans," it was announced here by Arthur Gottlieb, studio head.

Gottlieb, in announcing the largest commercial television production ever to be done in Canada, said that Sam Newfield will direct the shooting of the 39 episodes in 26 to 28 weeks.

Lon Chaney, Jr., and Johnny Hart have been signed as stars.

Club To Honor DeMille For Int'l Human Relations

HOLLYWOOD, July 5—Paramount producer-director Cecil B. DeMille will be awarded the Dale Carnegie Club's International Human Relations Award here Saturday for his film contributions to human relations and for his upcoming release, "The Ten Commandments," which "restates the principles of brotherhood and freedom given the world by Moses."

The 74-year-old film pioneer will share honors at the ceremony with Art Linkletter who will receive the club's National Human Relations Award "for the warm fellowship of his tv programs."

Samuels Named Manager Of Fox Foreign Dept.

The appointment of Sidney C. Samuels as manager of the Foreign Versions Dept. of 20th Century-Fox's International and Inter-America Corporations, was announced yesterday.

Samuels, who joined the company as foreign title writer in 1944 and later served as chief editor, succeeds the late Boris Vermont as manager. Samuels was transferred as Vermont's assistant in 1947.

Opponents of Pay-TV Praise Sale of Series Rights to NBC Web

The purchasing of the television and radio rights for five years of the World Series and the All-Star baseball games by the National Broadcasting Co., for presentation on free television, dispels statements by the proponents of subscription television that baseball would be a major source of programming on toll-tv, according to a representative of the Committee Against Pay-to-See TV.

Baseball Commissioner Ford Frick earlier this week sold the baseball rights to NBC sponsorship by the Gillette Safety Razor for \$3,250,000 per year for the five-year period beginning in 1957.

Many Believed to Have Bid

It is understood that a number of other television organizations, among them being those which handle closed circuits theatre television programming, had put in bids for the World Series and All-Star games.

Exhibition, last October, had declared its opposition to having "the national pastime" transferred from free home television to closed circuit tv, and previous to that, opposed toll-tv proponents who had repeatedly stated that baseball would be a major programming source to toll-tv subscribers. The representative of the Committee said that his group's fight against pay-tv was one of the factors influencing the sale of the baseball rights to free tv.

Indian Censor Revokes Seven Film Licenses

Increasing censorship problems abroad are aggravating the headaches of foreign department officials. Latest in a series of moves by India has resulted in withdrawal of censors' certificates of approval from seven features having African locales for their backgrounds.

The films formerly approved and now banned include: "African Queen," "The Snows of Kilimanjaro," "West of Zanzibar," "Below the Sahara," "African Adventure," "Tanganyika," and "Mogambo."

The reason given for the banning of the films was that they might offend the susceptibilities of African natives.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
TYRONE POWER • KIM NOVAK
in
"THE EDDY DUCHIN STORY"
in CinemaScope and Color
A Columbia Picture
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOLLYWOOD 7-2145; Chicago Bureau, 120 South LaSalle Street, Urban Farley, Advertising Representative, Telephone FINANCIAL 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W.C. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIRCLE 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign; single copies, 10¢.

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In Exchange Cities from July 16th to July
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6706 Santa Monica Blvd.
Hollywood 38, Calif.

REVIEW:**As Long As You're Near Me**

Warner—N.D.F.

This is a German-language picture dubbed in English. It co-stars O. W. Fischer, who's been hailed as a European sensation and who is being brought to this country by another studio to act in American films, with Maria Schell, another performer reportedly popular abroad. It tells a story about a motion picture director and a girl whose life he utilizes as story material for a film in which she plays herself. It is not an unusual or otherwise notable story and it is slowly and often awkwardly unfolded. It is not sordid enough to make a name for itself in the art houses, and the dubbing is not good enough to deceive general audiences into accepting it as domestic product.

Uppermost among the problems presented is whether a general American audience will accept a dubbed version of any picture, from any source, at this point in box office history. (The last pertinent precedent was the Italian-made "Fabiola," released in 1951, which did a surprisingly nice business; but "Fabiola" was a historical subject massively produced, whereas the present import is entirely fictional and not massive. Secondly, the attraction gives a showman nothing but a title to work with. Thirdly, its extreme length—104 minutes—circumscribes its programming usefulness prohibitively. Add that it comes to market without extra-dimensional attributes or multi-coloration to feature in advertising and its business outlook appears dim indeed.

The scene of the script by Jochen Huth is present-day Germany. Director Harold Braun paces his players slowly, and with steady resort to the cigarette-lighting-and-snuffing time-spanning technique that was popular in American pictures some years ago, through protracted dialogue and mainly unexciting events from a studio interior, where the director saves an extra girl from an accidental fire, to a picture location where the girl, now starring in her own life story, prefers her husband and probable poverty to the director and possible fame.

Running time 104 minutes. General classification. Release in June.

WILLIAM R. WEAVER

SAG Letter

(Continued from page 1)

should now give serious consideration to following objectives: first, employing strong executive personnel to broaden representation through the international; second, setting up machinery for the impartial settlement of jurisdictional problems between actor unions; third, simplification of the interchangeability agreement; fourth, amendment of the basic constitution if necessary to achieve the foregoing, and, fifth revision of the AAAA financial structure to achieve a stronger international organization."

To Reach Other Enthusiasts**Run-of-the-Paper Advertisements Pull Better, Says Indiana Allied**

Special to THE DAILY

INDIANAPOLIS, Ind., July 5—Allied Theatre Owners of Indiana, following its study of a survey report which shows some of the ways in which people are spending their leisure time and money, points out that more "movie dollars should be spent in advertising off the theatre pages and in other sections of the newspaper in order to reach more of the public."

ATOI said that with leisure activities increasing as box office competition, expenditures for advertising on the theatre pages of local newspapers should be increased to run-of-the-paper so that film advertisements could catch the eyes of readers interested in other activities.

Expenditures Itemized

The ATOI report on the survey shows that 20 million people participated in bowling, spending \$250,000,000 a year for equipment, lane fees, etc.; 25 million hobbyists spent \$100 million per year in amateur photography; 12 million philatelists spend \$50 to \$100 million on stamps; 25 million pleasure sailors spend a billion a year on boating; 30 million nimrods spend \$150 million for fishing tackle alone; 40 million people dig up their yards spending \$1.5 billion; three and a half million players spend close to \$200 million for golf, green fees, equipment and club memberships; millions of new home owners spend seven billion for tools and materials for the do-it-yourself hobby; \$325 million is being spent on backyard swimming pools, and television has 35 million set owners.

Commenting on the survey report, ATOI says: "Although we have no answer, we again catalogue some of the box office competition on the theory that the first step in finding a solution to anything is to recognize the problem. It does look as though more of the movie dollars should be spent off the theatre pages in order to reach the above millions."

Decision on 'Happiness' Slated in Boston Today

BOSTON, July 5—A decision as to whether or not the Swedish film "One Summer of Happiness" currently showing at the Beacon Hill Theatre is obscene will be rendered tomorrow by Municipal Court Judge John Fox.

The judge was called on to render a decision on the film after Miss Beatrice Whelton, assistant city censor, and two detectives judged the foreign film to be obscene in two specified sequences. Benjamin Sack, theatre owner, and Harry Harding, manager, were asked to delete the two scenes but they refused on grounds that the court should decide.

The theatre was the subject of controversy last year when the French import "Game of Love" was shown and subsequently met with censorship troubles. The Massachusetts Supreme Court then rendered a decision calling pre-censorship of films both illegal and unconstitutional.

Berlin Victors

(Continued from page 1)

to the Dance," for "originality, imagination and rhythm"; Silver Bear Award to "Richard III"; for direction, a Silver Bear to Robert Aldrich for "Autumn Leaves"; a Silver Bear to Burt Lancaster for his acting in "Trapeze"; Silver Bear to the British production of "The Long Arm"; Silver Bear to France's "Blond Witch," and a Silver Bear to the Japanese production of "Madame Whitesnake" and the Italian production of "Humor, Love and . . ."

A Gold Bear Award was presented to the German documentary production of "No Space For Wild Beasts" and a Silver Bear Award was presented to Walt Disney's "The African Lion."

Short Subjects Honored

Short subject documentary on culture winning a Gold Bear was the French production of a "Night in Paris" with Silver Bears being awarded to "Rhythmetics," Canada; "Spring Comes to Kashmir," India; "Hethite Sun," Turkey; the International Catholic Film Office award was given to Finland's "Unknown Soldier."

Public voting favorites, in the feature film classification, were Germany's "Before Dusk"; Spain's "Pepe"; America's "Invitation to the Dance," and "Trapeze"; France's "Blond Witch"; "Unknown Soldier," Denmark's "Kispus"; Mexico's "Way to Life" and England's "The Long Arm" and "Richard III."

Long documentary favorites were "No Space For Wild Beasts," "The African Lion," Germany's "Zauber Der Natur" and three other films. Short documentary winners were Walt Disney's "Men Against the Arctic," "Ernst Reuther," Germany; France's "Les Tres Riches Heures De L," "Afrique Romaine," "Sardinia," "Rhythmetics," "Spring Comes to Kashmir" and four others.

Dominant Goes to NFS For Servicing of Films

Film handling, billing and collection for Dominant Pictures Corp. will be provided by all 33 depots of National Film Service, it was announced yesterday by James P. Clark, NFS president.

The 11th such major film distributor to use NFS, Dominant is currently engaged in the distribution of 52 Warner Bros. re-issues.

Other distributors serviced by NFS include Buena Vista, United Artists, RKO, Paramount, Loew's, Warner Bros., Columbia, Universal-International, Republic and Allied Artists.

COMPO

(Continued from page 1)

day on the new tax legislation. It believed that planning of the new Audience Awards will get under way immediately upon his return to New York. The Awards campaign this year is expected to be streamlined and more effective than last year's in its assistance to the box office of the nation because it will have last year's experiences and admitted mistakes to profit by.

Meanwhile, a new drive for collection of Compo dues from exhibitors based on seating capacity of individual theatres, will be launched about Aug. 1. Everything collected from exhibitors will be matched by distributors, up to the \$100,000 maximum.

Officially, Allied States is not a member of Compo and recommends that its members refrain from contributing dues to the organization. However, it is known that some Allied members contributed to the last dues drive, proceeds from which were intended in the main to finance the repeal effort, and it is expected that more of them will contribute to the forthcoming dues drive because a successful Audience Awards campaign will return the investment with interest at the box offices of the nation.

Globe to Go 'Legit'

(Continued from page 1)

negotiating with the Brandt circuit since Sept. 1955, indicated that it would spend an estimated \$500,000 in renovating the 1,400-seat house.

A spokesman for the production firm said "Our problem was in purchasing a large theatre to give us sufficient seating capacity and the Globe was the only house answering that description."

Under the contract, William Zeelandorf, who financed the sale, will receive rights to the Broadway entrance which will be converted into a store. The old facade on 46th St. will be remodelled as a theatre entrance.

Rosen Appointed

(Continued from page 1)

and seasoned exhibitor is necessary. We of TOA are very happy that he has accepted the appointment." Rosen is also one of five regional assistants to the TOA president.

The appointment of Rosen consummates an already imposing steering committee of experienced and positive thinking exhibitors to direct the TOA convention planning. This outstanding group of showmen, with preliminary plans already formulated, will guide the proceedings of exhibition's all important meeting here, Blank said.

Superscope in Argentina

HOLLYWOOD, July 5—The negative for "Secion Desaparecidos," the first South American production in the Superscope process, has arrived at the North Hollywood Superscope laboratories for processing.

The film was produced by Guartec Pictures of Argentina.

4th' Grosses

(Continued from page 1)

etor Robert C. Rothafel, who said at figure eclipsed a record set 11 ars previously by "Nob Hill," which ok in in 1945 a record \$21,000 on e holiday.

John Huston's Moulin production of "Moby Dick," which simultaneously ened at the Criterion Theatre and e Sutton Theatre here on Indepe- nee Day, established new single day highs in each instance, with the Crite- on rolling up a gross of \$13,500 and e Sutton, \$5,300.

The Janus Films release of "Bull- ht," set an opening day mark at the 0-seat 55th Street Playhouse here

Early openings of John Huston's uction of "Moby Dick" for Warn- Bros. have built up tremendous osses in all situations to date, it was ported yesterday. Warner Brothers eveal that the Astor Theatre in Bos- n grossed \$30,731 in six days; Stan- y Theatre, Philadelphia grossed \$10- 9; Majestic Theatre, Houston, \$6,- 6; and, in Los Angeles, the film d a combined gross of \$27,856 for o days at the Paramount Down- wn, Pantages and Wiltern Theatres. e film set a house record of \$12,- 3 after a week's running at the ew Bedford Theatre, New Bedford, ass.

men it broke a 28-year record by tablishing a new high gross of 705.

The Radio City Music Hall re- ported that a tremendous \$30,000 was ken in with Columbia's "The Eddy uehin Story," which brought the m's second week gross to a \$163,000 ark. According to Columbia Pictures, e film, which took in \$330,600 dur- g its run thus far at the Music Hall, oing the biggest business of any olumbia picture at the Broadway owease.

Circuits with Broadway first-run ouses and neighborhood theatres re-

Reports from drive-in theatres oughout the nation show that "The onqueror" is one of the biggest ossing films RKO has shown out- oors, it was disclosed yesterday by alter Branson, RKO's vice-president harge of worldwide distribution. Branson reported the film in four outdoor houses in the Boston area— e Dedham, Neponset, Revere and ambridge—playing day-and-date re- ported a combined gross of \$25,000 in week.

orted that Independence Day busi- ness was excellent. RKO Theatres said at it did "very well locally and oughout the nation." Loew's Thea- es reported business as "tremendous," etter by almost twice as much as st year." Skouras Theatres said its ouses had "pretty good grosses." randt Theatres, along with Stanley- Varner and Century Theatres, said at they wished that Independence

REVIEW:

Francis in the Haunted House

Universal-International

HOLLYWOOD, JULY 5

UNIVERSAL-INTERNATIONAL's series of talking-mule comedies has con- tradicted precedent and prophecy far too long and profitably for any mere box office bystander—or expert, either, for that matter—to predict the public's reaction to the substitution of Mickey Rooney for Donald O'Connor in the principal (human) role. Nothing but performance for paid-admission audiences can show for sure how the Francis followers are going to feel about this and other, less important, changes. But with the film going into exhibition at a time when the junior members of the ticket trade are free to attend, as now, the audience's answer to the Francis questions should not be long in doubt, whichever way public fancy points.

The story in which Mickey Rooney makes his debut as Francis' co-star is a blithely uninhibited script by Herbert Margolis and William Raynor using to full advantage the spooky resources of a vast castle complete with moat, dungeon, drawbridge, all the facilities of haunt fiction. Both the man and the mule figure foremost and furiously in chases, escapes, conflicts of assorted kinds, in and around the premises, before the mur- derers and motives in the story are adjusted. Virginia Welles, James Flavin, Paul Cavanaugh and Mary Ellen Kaye are secondary principals involved in the plot.

Production is by Robert Arthur and direction is by Charles Lamont. Running time 80 min. General classification. Release in August.

W. R. W.

Philadelphia Jury

(Continued from page 1)

and operations in cases that we have considered daily to scenes in many a motion picture is striking."

The jurors recommended local cen- sorship "for the protection of our great city and particularly of our youth." A film censorship bill had been introduced earlier by Councilman Wilbur H. Hamilton and it has been referred to committee.

Day business would prevail on every other day of the year. Trans-Lux Theatres reported that its own release of "Lovers and Lollipops" did "strong" business.

The Paramount Theatre on Broad- way reported that it took in \$10,000 with "That Certain Feeling," currently in its third week. "Trapeze" at the Capitol, in its fifth week, grossed a big \$9,700. The Loew's State reported that business was fair with the last day of "Safari" and preview presenta- tion of "Somebody Up There Likes Me," which opened yesterday at the theatre.

The Astor, with "The Proud and Profane," in its fourth week, and the Victoria, with "The Catered Affair," in its third week, both reported that business was very good. The Mayfair with "The Great Locomotive Chase" reported a \$3,600 day and the Globe Theatre, with two re-releases, "Brute Force" and "Naked City," reported a \$1,200 day.

The Warner Theatre, which is cur- rently showing "The Seven Wonders of the World," in Cinerama, and the Rivoli Theatre, with "Oklahoma!", in Todd-AO, also joined in hailing the Independence Day business as both said it was excellent.

DCA-Wilcox Deal

(Continued from page 1)

Wileox said that the American dis- tribution company, headed by Fred Schwartz, would receive Western Hemisphere releasing rights. The British producer pointed out that an additional agreement has been worked out with RKO Radio Pictures whereby RKO Radio would invest in the pro- duction of "Yangtse Incident" and in turn would receive United Kingdom distribution rights for this picture alone.

Wileox disclosed that these three films were originally set for production under his aegis under financing-dis- tribution arrangement with Loew's International, but "it was called off by mutual agreement," he said.

The distribution rights for these three films in other parts of the world, Wilcox stated, will be sold on a country-by-country basis.

Records, Near-Records Reported for Charlotte

CHARLOTTE, July 5—A number of strong attractions gave Charlotte the- atres one of the greatest holiday grosses in history yesterday.

A. B. Carver, manager of the Plaza Theatre, said business for "Fastest Gun in the West" was the best for any July 4 attraction in the theatre's history. The Imperial Theatre, said manager Glenn Grove, had one of its biggest holidays ever, while Phil Gos- sett, a partner in the Manor Theater, where "The Eddy Duchin Story" was playing, said only an afternoon rain- storm kept the theatre from having its biggest Fourth in history.

Good business was also reported by the Carolina for "That Certain Feel- ing" and the Dilworth, which was playing "The Last Vegas Story."

PEOPLE

Kenneth F. Drake, of the New York studio of United Productions of America, has been named production manager of UPA Pictures, Ltd., new- ly-formed British subsidiary, and will headquarter at the company's new studio in London.

□

Nat Liebeskind has been named general manager of the New York office of Azteca Films, it has been disclosed by Sam Seidelman, presi- dent.

□

Jimmy Wright, son of Warner Brothers theatre district manager Dick Wright in Cleveland, reported for in- duction into the Army recently after having graduated from Northwestern University. He is currently stationed at Ft. Leonard Wood.

□

Frank Nardi, long-time employe of Republic Pictures in Chicago, has re- signed due to poor health.

□

Joe Wolhandler, Eastern publicity director for Rogers & Cowen for the past five years, has been named a vice-president of the public relations firm, which has offices in Hollywood, New York and London.

'Away All Boats' Cited

Universal-International's VistaVision and Technicolor production "Away All Boats" has been cited by Mrs. Dean Gray Edwards, motion picture chair- man of the National Council of Wo- men of the U.S., as one of the most outstanding film presentations of the year. In a letter to presidents of vari- ous clubs affiliated with the organiza- tion, the chairman said "no truer story of the war and the U.S. Navy has ever been filmed."

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the News
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Is News

QP

MOTION PICTURE DAILY

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VOL. 80, NO. 5

NEW YORK, U. S. A., MONDAY, JULY 9, 1956

TEN CENTS

EDITORIAL

COMPO's Useful Life Extended

By Sherwin Kane

RENEWAL of financial support of Compo by member companies of the Motion Picture Association guarantees this all-purpose industry organization another year of life. The companies' action, many will agree, is well-advised.

One of the first results of it will be another Audience Awards, very likely on a streamlined and vastly improved basis, with some of the shortcomings of the first Audience Awards balloting last year eliminated.

There is little reason to doubt that, properly conducted and sold to the public, the Audience Awards can be made a substantial box office stimulant, as well as a staunch contributor to a reawakened interest in motion pictures. As such, the Compo-conducted balloting will bolster the various other attendance stimulators being planned by advertising-publicity and distribution executives.

Another result of the continued company support of Compo very likely may be a final, and successful, campaign during the next session of Congress for elimination of the Federal admission tax.

It may well be said that without Compo these and other worthwhile industry endeavors could not be undertaken, or, if undertaken, could not succeed. For that reason, many are convinced of the truth of the saying that, if there were no Compo, the industry would find it necessary to organize one.

Surely, there is much for Compo to do. Success in virtually any of its endeavors promises not only to pay for its upkeep but to provide sizeable dividends in all areas of the industry, as well.

The Sindlinger report showing the very large percentage of attendance in a Southwestern survey area which can be credited directly to sales made by trailers exhibited in theatres, is of very special pertinence in these times of searching for remedies for an anemic box office. Reported in detail in this issue, it is recommended for careful reading and serious consideration.

Television Today

IN THIS ISSUE

PAGE 5

- ▶ Spotighting the news in Television Today: highlights of the week just concluded.
- ▶ Passing in Review—evaluation and comment
- ▶ Showmakers—names making the show news.

In Oklahoma

34% of Gross Credited to Film Trailers

Special to THE DAILY

OKLAHOMA CITY, July 8—Theatre trailers were found to be the primary influence behind \$348 of every \$1,000 expended for admission at first-run theatres here during a period of 84 weeks, according to a report issued by Sindlinger & Company. The research analysis company made the survey for a group of theatre executives.

(Continued on page 4)

Balaban Acclaims 'War and Peace'

From THE DAILY Bureau

LONDON, July 8—Barney Balaban, president of Paramount Pictures, who flew here from Paris to see the first final print of "War and Peace" in company with a group of other Paramount executives from New York, has hailed the production in these words:



Barney Balaban

international Paramount organization
(Continued on page 4)

B.P. Brooks Is Named To Stanley Warner Philadelphia Zone

The appointment of Bernard P. Brooks, film buyer for Fabian Theatres since 1942, as assistant zone manager and chief film buyer for the Stanley Warner Corp. in the Philadelphia zone was announced by Harry Kalmine, S-W vice-president and general manager.

Brooks entered the motion picture field in the ad sales department of Paramount Pictures. Later, he was transferred to the booking department where he became head booker of the Jersey exchange. Then, he spent several years as a salesman for the company in upstate New York, leaving to join the Rosenblatt & Welt Circuit in New Jersey and Staten Island as general manager and chief film buyer.

The circuit also announced the advancement of Ted Minsky, presently
(Continued on page 4)

'Pact Vacation' to Wald To Study Other Offers

From THE DAILY Bureau

HOLLYWOOD, July 8—In a unique agreement concluded at the weekend by Columbia Pictures vice-president and executive producer Jerry Wald, and the Columbia studio, which holds a Wald contract which has two years to run, Wald has been granted a six-weeks contractual vacation in which to negotiate for another production connection which he considers preferable.

If Wald succeeds in such negotiation, the agreement provides, his Columbia contract will be ended immediately.
(Continued on page 4)

By Mid-Week

Warner Stock Deal Closing Is Imminent

Samuel Schneider Seen
Continuing with Company

Closing of the deal for purchase of the stock holdings of H. M. and Major Albert Warner in Warner Bros.



Samuel Schneider

Pictures Corp. by the group headed by Serge Semenenko, first vice-president of the First National Bank of Boston, is scheduled to take place within the next day or two, principals in the transaction told MOTION PICTURE DAILY at the weekend.

Indications are that final details in the approximately \$18,000,000 transaction will be cleared up tomorrow and signing of the documents concluding the arrangements could take place immediately afterward or on Wednesday.

Although no official confirmation
(Continued on page 4)

Commission on Arts Approved by Senate

From THE DAILY Bureau

WASHINGTON, July 8—A bill to set up a special Federal Advisory Commission on the arts has been passed by the Senate and sent to the House for approval.

The legislation would set up the unit in the Dept. of Health, Education and Welfare, and its function would be to advise the government on means to foster development and appreciation of the arts. The President and members of the motion picture, radio and television, drama, music, dance, literary, painting and other artistic fields requested forming of the commission.

Under the proposed measure, the advisory commission would consist of 24 members to be named by the President from all art fields.

PERSONAL MENTION

PAUL RAIBOURN and **JEROME PICKMAN**, Paramount vice-presidents, and **SID BLUMENSTOCK**, advertising manager, have returned to New York from London via B.O.A.C.

P. T. DANA, Universal Pictures Eastern division manager, will leave New York today for Philadelphia, New Haven and Boston.

ROY WINKLER, vice-president of Buchanan & Co., and **GEORGE RICHARDSON**, account executive, returned to New York on Saturday from England via B.O.A.C.

ARLENE FRANCIS has left New York for London via B.O.A.C.

JOSHUA LOGAN, accompanied by **MRS. LOGAN**, has left the Coast for Japan.

LEWIS HOROWITZ, of the Washington Circuit, Cleveland, has left there for Florida and Mississippi.

DOUGLAS TRAVERS, RKO Radio production executive, returned to the Coast on Friday from New York.

JOHN HUSTON will leave New York today for the Barbados via B.O.A.C.

JEFF LIVINGSTON, Universal Pictures advertising manager, is in Europe from New York.

Audio Devices to Trade Stock on Amer. Exchange

Capital stock of Audio Devices, Inc., manufacturers and distributors of sound recording materials, will be traded, commencing today, on the American Stock Exchange, it was announced by president William C. Speed.

The exchange's board of governors has approved an original listing of 619,957 shares of capital stock of Audio Devices and awarded the company an identifying ticker symbol of "AUO."

The company, during 1955, reported an overall gain of 42 per cent in sales for its Audio tape and Audio-film. Total sales in 1955 reach \$3,472,871, compared with the previous year's high of \$2,453,750. Net income of Audio in 1955 after tax reserves was \$219,955 or 35.5 cents per share compared with \$58,906 and 10.5 cents per share in 1954.

Circuit Executive Urges

Central Exhibition Fund From Tax Repeal Benefits For Ad Campaign

Special to THE DAILY

MINNEAPOLIS, July 8—Funds which will be received from a possible repeal of the remaining Federal admission tax, if such a repeal is enacted by the Congress, should be funnelled into a common exhibition fund to be used exclusively to sell motion picture entertainment to the public, according to Leo Ross, president of Home Theatres of Minnesota.

Ross, in outlining his plan, advocated that such funds be channelled to a central committee set up for the purpose and independent of any existing exhibitors or industry organizations to set up a campaign on a nation-wide basis for "selling motion pictures to the public."

Sees an Emergency

Calling attention to the fact that the present industry situation "is so serious that unless we get some help from some source we will be out of business in six months," Ross said that "we need \$200,000,000 annually to advertise nationally the idea that it is good for the public to go to a theatre and see a good movie for 60 or 70 cents—and there are no really bad shows. Get them back into the theatre and our ills will be cured."

Exhibition and distribution have been fighting each other for many years to no avail, the Minnesota exhibition official said, adding that the big trouble is that both phases of the industry "are in the same boat due to the lack of box office receipts. We don't have enough money to pay our running expenses. We can't expect the government or the film companies to subsidize our losses. This business will go out of business if we do not get the public back into the theatres."

Tax Repeal Essential

Ross pointed out that the "trick is to get \$200,000,000 per year. Today we are paying that to the government in admission tax. If we could get that repealed, we could put that money in a pot for an advertising campaign on a local and national basis.

"If we individually get our share of the tax, it would still do us no good, but with group participation it could help all exhibition. It is important that the Federal tax on admissions be repealed, but not unless we use it constructively for an advertising campaign which would help us all," he stated.

Haden, Circuit Head, Dies

Llewellyn P. Haden, 41, president of Jefferson-Lafayette Theatres, Inc., Charlottesville, Va., and also president of the Charlottesville Woolen Mills, died last week at his home in that city. He is survived by his widow, two sons and a daughter.

Goldwyn Reports On Sailing Incident

Motion picture producer Samuel Goldwyn, currently enroute to Europe aboard the Queen Mary, acted as a "leg man" for newspapers who were chasing down reports that a man fell overboard from the Cunard line in New York's Lower Bay. The Captain refused to answer questions.

Goldwyn, and his wife, contacted on the ship-to-shore telephone, reported to the newspapers that the missing man was a steward or "steward's man" who had accidentally fallen over the side.

Integrate RKO Studios for TV

The integration of production facilities of the RKO Pathe studios in the East and West for the making of films for tv by RKO Pathe-TV, a division of RKO Radio Pictures, has been achieved after two weeks of conferences at the New York office.

Under the new system, the New York RKO Pathe Studio production staff will have access to the optical and camera effects department of the Coast studio, as well as personnel and technical facilities of the art and hair-styling departments and the 10 sound stages.

Also for Outsiders

The move, according to Fred Ahern, supervisor of television operations, "will not interfere with the continuing production at both studios of commercial and industrial motion pictures." He added that the facilities of RKO Pathe-TV in the East would be available to outside tv film producers when not being used by RKO.

Coast Unions' May Wages Rose to \$130 Weekly

HOLLYWOOD, July 8—Craft union workers in the studios averaged \$130 weekly earnings during May, according to the State Division of Industrial Relations. This compares with \$128.19 in May of last year.

The work week averaged 41.1 hours in May, compared to 43.5 hours in May 1955.

Cinerama Calls in Outstanding Bonds; Pays Off Bank Loan

Cinerama Productions Corp. called in for payment all of its maturing outstanding debenture bonds totaling \$198,000, and has paid a \$100,000 loan at the Marine Midland Trust Co., it was announced by Irving N. Margolin, vice-president and treasurer.

Margolin said that all of the Cinerama Production's debenture bonds totaling \$986,800, will now have been paid off, including the series "A" bonds of \$600,000, series "B" bonds of \$86,800 and series "C" bonds \$300,000.

The company, which had borrowed \$100,000 from the Marine Midland Trust Co., paid off this amount full shortly before its due date June 30, 1956, Margolin said.

Only One Loan Outstanding

The sole bank loan which Cinerama Productions currently has outstanding is that of \$200,000 at the Bankers Trust, Margolin said, adding that this loan is guaranteed by Louis B. Mayer, chairman of the board of directors of the corporation.

The company has arranged with Stanley Warner and Stanley Warner Cinerama Corp., which have the responsibility for exhibiting and producing in the Cinerama process, for a current distribution of a part of the net income to each of them from the first 15 theatres in the U. S. and Canada, Margolin said. He said that previously, all net profits were used for recoupment of exhibition and production charges and costs, except for certain payments to each in order for Cinerama Productions Corp. to pay off certain of its debts and meet other expenses.

TOA Mails Invitations

Theatre Owners of America has mailed invitations to some 50 theatre showmen and theatre promotion executives, all members of the national exhibition group, to attend its showmanship forum at the Edgewater Beach Hotel in Chicago, July 30-31.

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PCA Six-Month Report Shows 248 Films OK'd

From THE DAILY Bureau

HOLLYWOOD, July 8—A promise for a healthy increase in annual total Hollywood production is seen in the report for the first half of 1956 by the Production Code Administration, showing 165 feature pictures approved by PCA during that period.

In the same period PCA approved 13 short subjects, which compares with 73 for the same time last year.

PEOPLE

Sydney Gross has joined Times Film Corp., as director of advertising, publicity and promotion, it has been disclosed by Jean Goldwurm, president. Gross has resigned as public relations director of American Technical Society to accept his new post with Times.

□

John J. Conway has been named New York City sales manager for National Ticket Co., Shamokin, Pa.

□

Gary Davis, of the booking department in the Cleveland branch of 20th Century-Fox, has been promoted to the sales staff, succeeding to the territory formerly covered by the late Manning J. Glick.

□

Martin F. Bennett has been elected vice-president, merchandising, Radio Corp. of America. He has been serving as director of regional operations for RCA since October, 1954.

House Delays Action on Gen. Aniline Stock Sale

WASHINGTON, July 8—A House Commerce Subcommittee has decided against action this year on any legislation that would permit the government to dispose of its General Aniline and Film Corp. stock.

The stock was vested by the government during World War Two, and various proposals have been pending a congress to permit its sale. Subcommittee Chairman Klein (D., N.Y.) declared, however, that the subcommittee felt the entire subject of the return of vested assets was too complicated for congressional action so late in the session. Instead, he said, the subcommittee will hold hearings after congress quits, hoping to have a bill ready for presentation to the new congress in January.

Calls Media Complementary

Mutual Quality Gain for TV And Films Seen by Barry

M-G-M's decision to become an important factor in tv will mean a greater concentration on quality for the motion picture industry.

Charles C. Barry, Newly-named vice-president in charge of tv for Loew's

Inc., parent company of M-G-M Pictures, says that M-G-M's tv aspirations "will insure a continuing supply of better-quality films for theatrical exhibition."

"Television certainly isn't going to put the movie theater out of business; as a matter of fact, it will provide the most ambitious program of acting, writing and directing development the entertainment world has ever witnessed. This concentration will eventually bring forth an unprecedented stream of motion pictures, the like of which haven't been witnessed by theatre-goers in several generations."

Three-Fold Activity

Initial plans call for activity in three directions. As a starter, 770 M-G-M features and 900 short subjects of pre-1949 vintage will be released to individual television stations throughout the U.S. and Canada. Previously, there had been negotiations for the sale of this library to tv film distributors, but Loew's now intends to distribute the films through its own tv organization.

Many classics are stored in the M-G-M vaults, but tv will not get the most fabulous production of all, "Gone With the Wind." This will continue to be held for theatre presentation. ("GWTW" has grossed over \$50 million since release in 1939.)

Loew's television future also entails entry into tv program production in the 1957-58 season.

Television Being Considered

The third field being eyed is that of tv station partnership.

Barry, a native of Boston, is married to the former Miss Florence Morris of Hartford. He held various executive posts in the radio, television and talent management fields prior to joining Metro this past spring. He points to overnight star status of such performers as Rod Steiger as indicative of the rapidly-moving developments in television.

"Nowhere in the past have we seen a medium such as television able to produce actors against a tremendous-



Charles Barry

ly flexible casting background," said Barry, and added:

"This pattern can't help but extend itself into motion picture production itself. Television is giving these newcomers in particular a practical workshop of experience and when they've been groomed to perfection, they'll be ready for the big test, that of feature motion picture roles."

Points to Talent from TV

"Heretofore, the movie studios have had to rely on the stage, little theaters and the like for talent development. And even when we've been able to find that rarity, an exciting new personality, we've been faced with the herculean task of developing them beyond the relative confines of a stage play and projecting them into full-screen. Television is shortening the sized images for the motion picture process, and giving us more experienced performers in the process."

Barry feels that television complements the motion picture on a scale comparable to radio-news reports whetting the listener's appetite for the full, comprehensive coverage in a newspaper story. In this connection, Barry observed:

"I look upon all media of communication as records of living history. The depth of coverage is dependent upon the talent in the particular medium. It's not so important to say what medium handled a story as to tell what element provided the best report."

'Trapeze' Setting Records In Bookings in Texas

DALLAS, July 8—Hecht and Lancaster's CinemaScope production of "Trapeze" was reported here by Robert J. O'Donnell, general manager of the Interstate Circuit, as being "undoubtedly the biggest grosser of 1956" following bookings in Dallas, San Antonio, Fort Worth and other Texas cities.

O'Donnell reported the film at the Majestic Theatre here grossed over \$9,500 and over \$10,000 in the first two days at the Majestic in San Antonio. A take of over \$7,000 was reported by O'Donnell for the Worth, Ft. Worth and "business in towns like Wichita Falls, Amarillo, Waco and El Paso has been comparable or even better."

Audience Awards

COMPO Group To Meet Soon On Poll Plans

The Council of Motion Picture Organization's Audience Awards Committee will meet "very shortly" to make plans for the second annual national audience awards poll, to consider suggested changes in conducting the voting, and to select a national campaign chairman.

The COMPO Audience Award Poll, inaugurated in 1955, chooses the best picture of the year, the best male and female performers, and the most promising male and female newcomers in motion pictures.

Finances Forthcoming

The poll was assured of a 1956 campaign last week when member companies of the Motion Picture Association of America favorably ruled on a COMPO request for financial assistance. The MPAA member companies renewed their agreement to match exhibitors' dues payments to COMPO up to a maximum of \$100,000 for another year.

Exhibitors throughout the nation, it is expected, will be asked to contribute to the campaign on the same scale as last year. The COMPO dues scale is: Four Wall Theatres—up to 500 seats, \$7.50 per year; up to 750 seats, \$11.25 per year; up to 1,000 seats, \$18.75 per year; up to 2,500 seats, \$37.50 per year; over 2,500 seats, \$75.00 per year; Drive-in Theatres—up to 300 car capacity, \$7.50 per year; up to 500 car capacity, \$11.25 per year; up to 600 car capacity, \$18.75 per year; over 600 car capacity, \$37.50 per year.

Nine on Committee

The COMPO audience awards committee is composed of Alice N. Gorman of United Paramount Theatres, Detroit, chairman; Frank H. Ricketson, Jr., and Paul Lyday, of Fox Inter-Mountain Theatres of Denver; Paul Levi of the American Theatres Corp. of Boston; Ralph Russell of the Palace Theatre, Canton, Ohio; Emil Bernstecker of Wilby-Kincey, Atlanta; Senn Lawler of Fox Midwest Theatres, Kansas City; Harry Mandell of RKO Theatres, chairman of the COMPO press relations committee, and Charles E. McCarthy, COMPO information director.

The committee, it is understood, will meet within the next few weeks, before the COMPO dues drive is launched on Aug. 1, to consider a number of suggestions for changes in the manner of conducting balloting.



SUPERSCOPE STANDARDIZES THE WIDE SCREEN

ONLY SUPERSCOPE PROVIDES ANAMORPHIC RELEASE PRINTS FROM STANDARD "FLAT" NEGATIVES

PRINTS BY TECHNICOLOR OR IN BLACK AND WHITE



2:55 SCREEN ASPECT RATIO WITH MAGNETIC SOUND

Balaban

(Continued from page 1)

that in all of my long experience in show business I honestly can think of only four or five other pictures qualified to rank with it."

Shown at Paramount House

Balaban is currently on a European business trip. The private screening of the Ponti-DeLaurentiis production, which is in VistaVision and Technicolor, was held at Paramount's London Plaza Theatre.

Wald-Columbia

(Continued from page 1)

mediately. If he does not find a preferable connection, the agreement provides that he return to Columbia and serve out the remainder of his contract, including personal production of "The Last Hurrah," "Good Shepherd," "Sons and Lovers" and "Joseph and His Brethren."

Interests in films made under Wald's executive producership are retained by him under the pact terms.

See WB Deal Near Closing

(Continued from page 1)

was obtainable, it was reported that Samuel Schneider, Warner Bros. vice-president, would remain with the company as vice-president and treasurer, succeeding Major Albert Warner in the latter post. There has been, and continues to be, some doubt whether a complete agreement assuring Schneider's continuance with the company had been reached. However, the affirmative reports are given credence in circles close to the negotiations.

Say Key Officers Will Remain

As reported earlier, Jack L. Warner will become president, succeeding Harry M. Warner, in addition to continuing in charge of production at the studio. Ben Kalmenson, vice-president in charge of distribution, will become executive vice-president, with headquarters in New York. Other key officers of the company will continue in their present positions, it was indicated.

Contrary to earlier reports, it was

stated that Jack Warner will not purchase additional shares in the company under the revised arrangements. He will, however, emerge as the largest individual shareholder merely by retaining the bulk of his present holdings, estimated at approximately 250,000 shares.

Stock Holdings Heavy

With some 600,000 shares of stock being acquired from H. M. and Major Albert Warner by the investing group to be subscribed for by some 17 participants other than Jack Warner, the latter could dispose of a substantial block of his stock and still remain the organization's largest individual stockholder.

To Screen 'Society'

Theatre screenings in all exchange cities are being planned for the week of July 16 for "High Society," M-G-M release of the Sol C. Siegel independent production which stars Bing Crosby, Frank Sinatra and Grace Kelly.

Trailers

(Continued from page 1)

clients in Oklahoma City and County covering a period ending June 9th.

A follow-up report, soon to be issued, will demonstrate that the theatre trailer in all other Oklahoma City and County theatres, excluding first-runs, runs about 12% higher as an influencing factor than it does among first-run audiences, it was revealed.

To ascertain the "circulation" of trailers, the last theatres they attended and the films seen: for every 1000 who attended Oklahoma City first-runs during an average week, it was discovered that 47.2% were exposed to a trailer on a specific coming attraction since they had been to the same theatre for two consecutive changes of program.

Recollection Important

Of the 47% that return to the same first-run theatre for the next program, 84.7% can "play back" something they remembered from the coming attraction trailer they saw during their prior visit, the report showed. And 72.5% of them say that the trailer was an influence in their wanting to see "this picture."

Of the 34.2% motivated to attend the theatre primarily by a trailer, it was discovered further that 71.4% were "frequent" and 28.6% were "infrequent" moviegoers.

The average admission price paid by the "frequent" moviegoers was 72¢, or \$175.68 and the average price paid by "infrequent" moviegoers was 83¢ or \$81.4. Thus, the total average weekly expenditure of the 342 per 1000 who were motivated by the theatre trailer was \$257.02.

Dollar Evaluation Computed

The report then summed up as follows: "It has been shown that the average weekly gross for the past 84 weeks of all first-run theatres on a consolidated basis, is \$739.49 per 1000 attendance. Since 34.8% of the average weekly first-run gross is attributed to the theatre trailer, the dollar value of the theatre trailer is \$257.34 per 1000 attendance.

"Or—stated another way, during the past 84 weeks . . . the interviewing shows that for every \$1000 in gross at the first-run theatres, \$348 came from expenditures which were motivated by the coming attraction trailer."

Stanley Warner

(Continued from page 1)

in charge of Philadelphia film buying, to the film department in New York, and Daniel B. Triester of the New York film department will be film buyer of the Los Angeles zone.

Ted Schlanger, Philadelphia zone manager, announced that A. J. Vanni will assume supervision of the three Stanley Warner downtown first-runs, the Mastbaum, Stanley and Stanton Theatres, in addition to the out-of-town theatres which he has been handling. Jack Flynn will leave the film department there to become district manager and supervise a group of local theatres.

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It's "red carpet" service on the world's fastest airliners with delicious full-course meals, tasty snacks, a choice of cocktails, plus all the many extras of "service in the Mainliner manner." Club-like rear lounge for relaxation with fellow-passengers. Leave 12 noon or 12:30 a.m.

Contact nearest United Air Lines ticket office or an authorized travel agent.



Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

Copy Days

ABC-TV is radiating good news, happy smiles and optimistic statements these days, with a reach report as of the beginning of this month showing record-breaking network billings for the first five months of this year. The \$2,100,000 gross network billings represents an increase of 78 per cent over the same period in 1955 and an actual dollar gain of \$400,000. The five-month gross for 1956, ABC shouts, almost doubled the total for the whole of 1955, and the \$14,200,000 increase is 78 per cent more than the combined gross network billings for 1949 and 1950. There are more comparisons like that, but the well-known point is that ABC-TV is riding very high, very wide and very far some.

\$1,000,000 Development

A concrete result of those two years of Hollywood meetings among Screen Gems executives is the setting aside of a budget of \$1,000,000 for the development of new programs for the 1957-58 season. To this end, Milton Eisenhower, who joins the company as vice-president in charge of programming, will negotiate with in-

CAUSE FOR ALARM

NBC-TV's Goodyear Theatre a week last night (Sunday, June 30) presented "The Film Maker," by Malvin Frank (brother of Columbia's Jerry) and Charles Jacobs, which although dramatically imperfect and over-simplified in execution, attempted — precedentally — to define changes taking place in the motion picture industry. To those members of the film industry who thought the drama a calculated dirty blow on the part of the upstart, it might be pointed out that on occasion no one has been quite as vitriolic in exposing the TV "shortcomings" as television's Goodyear's alternate sponsor, NBC, in the season just concluded presented chilling portraits of (a) an imbecile TV comedian, (b) foolish advertising executives and (c) boorish sponsors in an effective piece called "Man of the Tiger." Also, NBC-TV's Kraft Theatre a play, "Good Old Charlie Fay," is a ribbons TV "personality" and is network vice-presidents. "Charlie Fay" incidentally, is being made into a theatrical film by Joseph L. Mankiewicz-V. C.

dependent producers and stars for new packages to be included in the quota of 20. Production of all pilots will take place between this September and December, so that the completed prints will be in the hands of the sales force no later than January. Making the announcement, Ralph Cohn, vice-president and general sales manager, pointed out that "one of the problems television faces is that pilots for new shows frequently come on the scene so late that when they are sold there is not enough time to prepare the whole series properly. By the beginning of the calendar year, we will have eight to 10 months to shoot the series."

Writers Award Writers

► The Writers Guild of America, East and West, has set about a task which should be well-nigh impossible for anyone but a group of writers: picking the best television and radio scripts of the 1955-56 season. Under the rules of the game, each of the 1,400 WGA members may submit his best script in any or each of the eight TV and four radio categories. A complicated and foolproof method has been devised so that no author will be called upon to judge his own script (aw heck). The reason for all this is no special dissatisfaction with other award-givers, although it may be a contributing factor. The winning scripts will be published in book form, some of the proceeds from which may find their way back to the Guild.

Words from NBC

► The following are just some of the highlights of the thousands of words which poured forth from the NBC press department in the last eight days: The largest advertising schedule ever purchased on the network's participating programs has been ordered by the Admiral Corporation on Today and Tonight; it amounts to almost \$2,500,000 and calls for daily announcements on the two shows for 52 weeks starting September 3. Beginning with last Wednesday's show, the Kraft Theatre is now on a full-color schedule through the show of September 3. And, the network's coverage of five intercollegiate regional football games in each of the eastern, Big Ten and Pacific

coast districts this Fall is three-quarters sold out. The network's coverage of eight national NCAA football games was sold out some time ago.

Statistics

► Interesting, encouraging statistics emerged last week from the 10th annual cost-of-doing-business survey of the National Appliance and Radio-Television Dealers Association in Chicago. Reported: a 10.1 per cent increase in radio and TV dollar sales volume in 1955 over 1954. The net profit ratio of 3.4 per cent was the highest since 1950. The 1956 prospect is good, with 63 per cent of the responding dealers expecting an increase in sales, while only 20 per cent foresaw declines.

Pre Pre-Convention

► Starting next Sunday afternoon, ABC-TV in its new "Campaign Roundup" begins its coverage of the political year in earnest. The show will be a sort of pre pre-convention roundup, presenting ABC and Newsweek correspondents in reports from all over the nation on trends and late political developments which will have a bearing on the two conventions. Quincy Howe will be moderator.

Objection

► Dudley Leslie, secretary of the British Screen and Television Writers Association, recently registered a strong objection to the inclusion of more and more im-

(Continued on page 8, col. 4)

In Our View

IT IS, at the very least, difficult to understand what was in the minds of those responsible for the publication recently of the notorious "Blacklist Report," prepared by John Cogley and sponsored by the Fund for the Republic, of which Robert M. Hutchins is president and Paul G. Hoffman, chairman of the board.

Allegations in the report that a "powerful clearance ring" could give or withhold jobs from suspected Communists in the radio and television industry, were completely unsubstantiated, and the demands of Frederick Woltman, the Scripps Howard specialist, that the Fund for the Republic supply proof of the existence of that alleged ring, or supply at least information as to the source of that allegation, met with the bland and blank refusal to divulge a "source of news information."

It is most unfortunate, in cases of this sort, that so often the truth never quite catches up with the rumor, the smear, the untruth, or whatever particular type of attack is used to do the damage, and to an extent at least this is true in this instance. It is especially dismaying that here a whole industry, in effect, falls under an indictment, and one which under the pressure of true evidence, doubtless would fall of its own false weight. A "true bill" could never emerge from careful inquiry. As Mr. Woltman said originally, on publication of the report: "... the report cannot help but bring joy and comfort to the Reds."

The radio-television industry, so much a public service, so much a source of great good for the nation as a whole, is here placed unfairly in an awkward position. It can only be hoped that those who come upon the Fund's report and its allegations will also view the charges with suspicion, and seek the truth before condemning.

—Charles S. Aaronson

Who's Where

Week these changes:

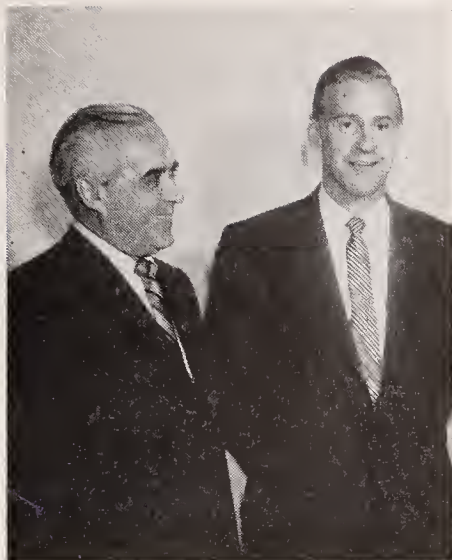
REY BERNARD has been appointed sales representative in and for Guild Films, it is announced by **R. R. KAUFMAN**, president. Mr. Bernard, formerly head of Associated Rediffusion, before that associated with Mont Pictures and Walt Dis-Productions.

T. D. LEVITT has been named general manager of NBC Television Films and the Merchandising department effective July 9, it is announced by **ALAN W. LIVINGSTON**, president of the Kagan Corp. At the same time Mr. Livingston announced that **CARL M. STANTON**, president of NBC-TV and a former of Kagan, an NBC subsidiary, will return to the parent company within the next few weeks.

T. E. CURRAN has been promoted to assistant regional manager of the ABC Television station's sales department effective immediately, it is announced by **AL. R. BECKMAN**, director of station relations for the ABC-TV network. Mr. Curran, manager of the TV Cooperative Program Department since November 1955, also serves as general administrative assistant to Mr. Beckman in his new position.

Appointment of **GENE DEITCH**, noted film director, to the new post of creative supervisor of Terrytoons, a division of TV Film Sales, Inc. was announced by **WILLIAM M. WEISS**, general manager of Terrytoons.

AM C. GILLOGLY, eastern sales manager for the ABC-TV network, announced that **WILLIAM M. ENZER** has been named an ac-



THE NEW general manager of KNXT and Columbia's Pacific Television Network: **Clark George**, right. With him, **Craig Lawrence**, vice-president in charge of CBS-owned TV stations. Mr. George formerly managed the company's TV spot sales.

count executive on the general sales staff and **JOHN R. PORTERFIELD** has been named account executive on the special project sales staff.

ALEXANDER W. DANNENBAUM, JR., has been named vice-president in charge of sales of the Westinghouse Broadcasting Co., responsible for sales and sales policy in the six cities where the company operates TV or radio stations.

VINCENT MELZAC, head of Television Programs of America International, has been promoted to vice-president of TPA. In addition to present duties, he will handle general administrative matters of the company.

Crosley Broadcasting Corp. announces that **DAVE WILSON** has joined the publicity department of WLW Television and Radio, Cincinnati, Ohio, where he will do trade and news media assignments. Mr. Wilson was formerly publicity director of WCPO-TV, Cincinnati.

The Show-Makers

Michael Wilding and **Havis Davenport** star in "The Carroll Formula," on Screen Directors Playhouse, Wednesday, July 18 on ABC-TV. The cast includes **Steven Geray**, **Roy Roberts**, **Donald Barry** and **Donald MacBride**, **Tay Garnett** is the director and **John L. Greene** is the writer.



Robert H. Harris is featured in the repeat showing of "The Orderly World of Mr. Appleby" on Alfred Hitchcock Presents, Sunday, July 15, over CBS-TV. Others in the cast are **Meg Mundy**, **Michael Ansara**, **Louis Larabee**, **Gage Clark**, **Helen Spring**, **Edna Holland** and **Mollie Glassing**.



Linda Darnell stars in "White Corridors," second presentation of Screen Directors Playhouse, on July 11 over ABC-TV. Also in the cast are **John Bentley Scott Forbes**, **Virginia Field** and **Pat Hitchcock**.



James Mason stars in the suspense drama, "Duel at Dawn" to be presented on the new series, G.E. Summer Originals, over ABC-TV, Tuesday, July 10. **Scott Forbes**, **Pamela Kellino**, **Paul Cavanaugh**, **Bruce Lester**, **John Dodsworth** and **Judy Osborn** star.



Hal March, **Carol Haney** and **Jayne Mansfield** will be starred and **Julie Wilson** featured in a new television musical, "The Bachelor," written expressly for The Sunday Spectacular July 15 on NBC-TV. **Arnie Rosen** and **Coleman Jacoby** wrote the book and **Steve Allen** composed the music and lyrics.

James Barton will play the lead in "Man on the White Horse" in the second of the Kaiser Aluminum Hour series, July 17, over NBC-TV. **Bruce Geller** wrote the script, and **Fielder Cook** will direct.



Snooky Lanson will substitute for the vacationing **Dinah Shore** this Summer on a number of Tuesdays and Thursdays. The program will be known as Chevrolet on Broadway. **Tommy Hamm**, **Joe Eich**, **Bob Wolter** and **Jamie Dina** will assist on the NBC quarter-hour.



Cyril Ritchard, **Jean Fenn** and **Lois Hunt** will be starred in the Producers Showcase presentation of "Rosalinda," in color and black and white over NBC-TV July 23. **Edwin Lester** will produce, **Bob Banner** will direct.



Joe E. Brown will star in "Country Store," on G. E. Summer Originals, July 17, over ABC-TV. The show was produced by **Hal Roach Studios** and directed by **Abby Berlin**.



Ethel Barrymore and **Ronald Reagan** are co-starred in "Prosper's Old Mother" on the General Electric Theatre July 15, over CBS-TV.



Richard Webb has signed a long-term contract with Screen Gems, Inc., television subsidiary of Columbia Pictures Corp. Mr. Webb is known as Captain Midnight, star of the network series of the same name, and as Jet Jackson, the name for the syndicated version of Captain Midnight.

COMMERCIALS ON THE SPOT

Continued activity in production of new commercial spots, to freshen advertising appeal for a variety of products, includes the following:

GEORGE BLAKE ENT.

1. Sweepers (N. W. Ayer)
2. "Car Wash" (McCann-Erickson)
3. Steam Iron (Dowd, Redfield and Stone)

PARAVEL FILMS

1. Magenton Auto Shavers (Y & R)
2. Manville (J. Walter Thompson)
3. Year Airfoam (Kudner)
4. Autos Toothpaste (Grey Adv.)
5. Savings Bonds (McCann-Erickson)

At PETER ELGAR PROD.

1. New Old Dutch Cleanser (Y & R)
2. Noxzema (S. S. C. & B.)
3. Samson Folding Furniture (Grey Adv.)

At LALLEY & LOVE

1. Alcoa Products (Ketchum, MacLeod and Grove)
2. N. Y. Daily News (Cunningham & Walsh)
3. Westinghouse Electric (McCann-Erickson)
4. Latex Gloves (Direct)
5. Oakite Cleaner (Calkins & Holden)

At McCONNACHIE PROD.

1. Buick Cars (Kudner)
2. Standard Oil of N. J. (McCann-Erickson)
3. Pepsi-Cola (Kenyon & Eckhardt)

At OWEN MURPHY PROD.

1. Firestone Rubber (Foote, Cone & Belding)
2. Life Magazine (Y & R)
3. AT&T (N. W. Ayer)

At SARRA, INC.

1. Cudahy Pork Sausages (Klaw-Van Pietersom-Dunlap)
2. O'Keefe Ale & Beer (Comstock & Co.)
3. Aunt Jemima Pancakes (J. Walter Thompson)

At UNIVERSAL PICTURES TV

1. DuPont Products (B. B. D. & O.)
2. Marlboro Cigarettes (Leo Burnett)
3. Studebaker (Benton & Bowles)
4. Colgate Toilet Articles (Lennen & Newell)
5. American Stock Exchange (Direct)
6. Budweiser Beer (D'Arcy Adv.)
7. Hudnut Beauty Aids (Kenyon & Eckhardt)

At VIDEO PICTURES

1. Oldsmobile Cars (D. P. Brother)
2. Pall Mall Cigarettes (S. S. C. & B.)
3. Arrid Deodorant (S. S. C. & B.)
4. Rise Shaving Cream (S. S. C. & B.)

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QUALITY is our business

TENT TALK

Variety Club News

DENVER—The annual golf tournament and picnic of Variety Tent 37 will be held Aug. 17 at the Lakewood Country Club. The daytime will be occupied with golf, swimming and picnic games, and the evening will be given over to dinner and dancing. Top door prize will be a 1956 Cadillac.

△

BOSTON—The Variety Club of New England is sponsoring a luncheon honoring two RKO Radio men, Hatton F. Taylor and Otto Ebert, tomorrow at the Roof Garden of the Hotel Bradford. The committee, headed by Bill Koster, of the Variety Club, and Dave Grover, of RKO, is made up of Al Glaubinger, United Artists; Harvey Appell, Columbia; Bucky Harris, Universal; Joe Longo, RKO; Arnold Van Leer, Paramount, and Carl Goldman, Independent Exhibitors of New England.

△

ALBANY, N. Y.—Improvements to the athletic field, the addition of an infirmary building, and the purchase of six new aluminum boats were made by the Albany Variety Club in preparation for the opening of an eight-week season for needy boys at Camp Thacher, Thompson's Lake.

△

DETROIT, — The 1956 Variety Club golf party took place at the Tam O'Shanter Country Club and over 350 members and guests turned out for golf, refreshments at the 19th hole, followed by drawing of door prizes, a get-together and games.

TV Set Production Decreased in May

WASHINGTON, July 8—Television set production in May was down from April but above May of last year, the Radio-Electronics-Television Manufacturers Association reported.

It put May output at 467,913 TV sets, compared with 549,632 in April of this year and 467,394 in May of last year.

SPC to Install Officers

Newly elected officers of the Screen Publicists Guild of New York will be installed at a meeting Wednesday night (11) for two-year terms. They include Martin Blau of Columbia as president; Edwin Altschuh of Warner Bros. as vice-president; and Henry Kelley of 20th Century-Fox as secretary. The new Guild executive board, in addition to the officers, includes Sheldon Roskin and Herman Silver, Columbia; Leo Israel and Nat Weiss, Fox; Pete Gute and Jack Kingsley, Warner; Robert Berenson, M-G-M; Burt Sloane, United Artists; and Al Cohen, Universal.

REVIEW:

Johnny Concho

Kent Productions—United Artists

"JOHNNY CONCHO" marks two innovations for Frank Sinatra: It is the first film for his new company, Kent Productions, and the first role he has played in a western. Action is not too well sustained in this picture but exhibitors who capitalize on Sinatra's previous film record should find the United Artists release pleasing at the box-office.

Cripple Creek, Ariz., in 1875 is the setting for the film in which Sinatra plays a cowhand called "Johnny Concho" who more or less rules the 190-person populace simply by brandishing the name of his brother (Red Concho) who dominates the west with his gun. Sinatra rests on his brother's criminal laurels until he learns that Red was too slow on the draw in a gun-fight and has been killed. The killer, William Conrad, and his associate, Christopher Dark, bring the news to Sinatra who reverts to his cowardly nature and finds the entire town, save for his sweetheart (Phyllis Kirk), has turned on him.

Eventually, Sinatra gains enough courage to return to the town where Conrad and Dark have taken over. In a moment of heroism, Johnny Concho brands the two men as "rats" and, after the two gunmen wound him, the remaining townspeople shoot it out with the villains, eventually killing both and restoring peace to Cripple Creek. The stereotyped ending finds Sinatra recovering in the arms of Miss Kirk and deciding to remain in the town and begin life anew.

The screenplay is by David Harmon and Don McGuire based on a story by Harmon. David Harmon directed. Sinatra does no singing in the film.

Sharing the spotlight for acting honors are Keenan Wynn, as a once-powerful gunslinger turned church minister, who injects considerable comedy into some sequences, and Wallace Ford as Miss Kirk's father and Willis Bouchey as the town sheriff.

Running time, 84 minutes. General classification. For immediate release.

JACK EDEN

Ten More Stations Buy 20th-Fox Film Package

Feature films in the 20th Century-Fox package being distributed by National Telefilm Associates, Inc., have been sold in ten additional markets, according to Harold Goldman, NTA vice president in charge of sales. At the same time he reported that the "Theatre with Lilli Palmer" series has been sold to five stations.

The 20th-Fox package, consisting of 52 films from the company's library, is now sold in 21 markets. The latest stations to purchase it are located in Miami, Albuquerque, Detroit, Indianapolis, St. Louis, Norfolk, Buffalo, Colorado Springs, West Hartford, Conn., and Quincy, Ill.

Charges Illegal Showing Of Film on Television

In a Supreme Court action for alleged piracy, Herman Axelbank has filed suit against Paul Killiam, the Biograph TV Co., Sterling Television Co., and WOR-TV here charging the illegal television presentation of his film, "Sweet Memories" on the station's "Movie Museum" program under the name of "The Pickford Family."

Axelbank said that the illegal performance of "Sweet Memories," produced in 1909, took place last week. He said that he owns all rights to this picture and that Killiam allegedly pirated the film.

New Policy Covers Drive-in For Flood, Water Damage

BOSTON, July 8—Drive-in exhibitors can now purchase insurance against flood and water damage to all their equipment through a new type of policy now available in 30 states, including the six in New England, according to a report by Jack Wallens of A. Yarchin & Company, insurance agents here. The policy, which was field-tested by leading exhibitors along the eastern seaboard for over seven years, also includes coverage for fire, lightning, windstorm, vandalism, burglary, theft, collapse, earthquake, landslide and other miscellaneous perils, as well as flood and water.

Available Through Agents

Wallens, who worked closely for three years with the National Council of Compensation on a special committee to secure a single rating classification for drive-ins, taking them out of the garage and parking lot unit, said that drive-in owners can now buy this new policy protection through their regular insurance agents.

Gazzara, Corsaro, Gazzo In New Production Firm

Michael Gazzo, Ben Gazzara and Frank Corsaro have formed their own corporation, Trio Productions Inc., to produce films, television programs and theatre properties.

Gazzara is currently filming "End As a Man."

... NEWS ROUNDUP

Sign British Stage Actress

Dame Sybil Thorndike, 73-year lady of the British stage, has signed to play the role of the pathian Queen Dowager in the Mlyn Monroe-Laurence Olivier "The Sleeping Prince," which will before the cameras in London 30. Warner Bros. will release film.

Coast to Show 'Boats'

A 12-theatre opening in the Angeles area on July 18 has been for "Away All Boats," the Unive International VistaVision-Technic production. Among the Coast ho that booked the film are the street, Vogue, Ritz, Whittier, St. Vermont, Rosecrans, El Monte, Sky, Van Nuys, San Val and Academy in Pasadena.

Honor Irving Jacocks Jr.

A testimonial dinner will be g tonight at the Waverly Inn, Ch near Hartford, for Irving C. Jac Jr., operator of the Branford Th in Hartford and long active in lative matters of the Motion Pi Theatre Owners of Conn. Exhib and distribution personnel from York and New England will atter

To Release 'Silent World'

The 1956 Cannes International Festival Grand Prix award-wi film, "The Silent World," wil released by Columbia Pictures in western hemisphere, Australia, and the Far East, excluding J. it was reported over the weeken the film company. Columbia acq the film from France after com tive bidding.

Presto Corp. Purchased

The purchase of the Presto Re ing Corp. at Paramus, N. J., as of its continuing expansion in electronics field was announced terday by Olympic Radio and vision, Inc., of New York. Pres major manufacturer of instanta tape and disc sound recording playback equipment for industria home use, will continue to o under its present management George J. Saliba, president of P as vice-president and general ager.

Rifkin Acquires Drive-

BOSTON, July 8—Rifkin Th has taken over the Lisbon Dri Lewiston, Me., marking the open-air theatre under the Rifkin ner and the circuit's first in N John Donahue will continue as ager.

All
the News
That
Is News

QP

MOTION PICTURE DAILY

Concise
and
to the
Point

QP

OL. 80, NO. 6

NEW YORK, U. S. A., TUESDAY, JULY 10, 1956

TEN CENTS

Next Week

Firms' Heads To Get Report On B. O. Plan

Ad-Publicity Committee Meets Here Tomorrow

The company presidents will be brought up to date on progress made by the advertising and publicity directors committee of the Motion Picture Association of America, which has been investigating ways and means of revitalizing the box office, following a meeting of the ad-pub committee here tomorrow afternoon.

It is expected that the company presidents will be advised of the advertising-publicity group's work sometime next week, following the arrival of MPAA president Eric Johnston, who is scheduled to meet with the MPAA board sometime during the week of July 16, upon his arrival here from the West Coast.

The advertising and publicity
(Continued on page 8)

31 'U' Serials Sold to TV

The sale of all rights, titles and interests to 31 Universal serials directly from Universal Pictures Co., Inc. by Hygo Television Films, Inc., at a cost of \$1,500,000 has been disclosed by the tv company.

The 31 serials, which average 13 episodes each, totaling 404 episodes, were produced by the film company from 1936 to 1947. Serials Inc., a sub-
(Continued on page 6)

O'Neil, RKO Profiled In 'Newsweek' Article

Thomas F. O'Neil and the rejuvenation of RKO Radio Pictures are the subjects of a four-page spread in the July 16 issue of Newsweek which goes on sale tomorrow.

The article outlines the relationship of O'Neil, who heads RKO Teleradio Pictures and its entertainment divi-
(Continued on page 8)

Warner Stock Deal To Be Closed Today

Harry M. and Major Albert Warner will terminate their ownership interest in the company they founded with their brothers, Jack L. and Sam, 51 years ago. The purchase agreement for their shareholdings, and those of members of their families, amounting to an estimated 600,000 shares, will be closed today by the purchasing group headed by Serge Semenenko of the First National Bank of Boston. Reported purchase price is \$18,000,000.

Jack Warner retains the bulk of his stock in Warner Bros. Pictures and will become its president, in addition to continuing as studio head.

M-G-M Will Begin 'Economy Drive'

From THE DAILY Bureau

HOLLYWOOD, July 9—A severe and disciplined economy drive will be put into effect immediately at the M-G-M studios, Dore Schary, M-G-M vice-president and studio head, told a meeting of 110 key personnel here tonight. Schary also outlined plans for
(Continued on page 7)

Stellings Appointed TOA Forum Chmn.

Ernest G. Stellings of Charlotte, N. C., has been appointed chairman of the Theatre Owners of America



Ernest Stellings

showmanship conference which will be held at the Edgewater Beach Hotel, Chicago, July 30-31, it was announced by TOA president Myron N. Blank.

Stellings, who is president of Stewart & Everett Theatres,

in accepting the appointment, said that "the importance of this conference has already been recognized nationally, and I shall devote my best efforts to its ultimate success."

He said further that the purpose of the showmanship conference, in regard to who would be invited to the forum, is "to select a cross-section of TOA members on a geographic and operating unit basis of both large and
(Continued on page 7)

In Summer

N. Y. Business Gain Reflected Over Country

Theatres Report Grosses 'Excellent', 'Outstanding'

By JACK EDEN

The influx of summer visitors combined with humid temperatures provided Broadway theatres with another substantial upsurge in summer business—and the "excellent" grosses here were reflected in reports from other parts of the country over the weekend.

The Music Hall showing Columbia's "The Eddy Duchin Story" reported a gross of \$97,000 in the first four days of its third week, a figure \$4,000 greater than for the same period in its second week. The overall
(Continued on page 8)

Vote on King Bill Likely

From THE DAILY Bureau

WASHINGTON, July 9 — The House Ways and Means Committee will start voting tomorrow on bills called up by individual committee members for action before Congress quits.

Rep. King (D., Calif.) has said he plans to ask for a committee vote on his bill to make the 10 per cent Federal admissions tax apply only to that portion of the admission price over \$1. There's no way of knowing just
(Continued on page 6)

'Bargain Nights' Help In Midwest, NT Told

From THE DAILY Bureau

LOS ANGELES, July 9—Wednesday "Bargain Night" has increased average attendance as much as four times in some Midwestern towns, with domestic sales mounting proportionately, according to a report by Stan Brown to National Theatres personnel in that circuit's periodical,
(Continued on page 8)

Launch Rogers Hospital Drive



M. P. DAILY PHOTO

S. H. Fabian, national chairman of this year's collection campaign, left, and New York co-chairman Harold Rinzler, right.

By FLOYD STONE

Everyone in the industry should support this year's Will Rogers Memorial Fund theatre collection, not because it is the industry's own but because it is a public service, S. H. Fabian, national chairman, told the ways and means meeting yesterday of the Independent Theatre Owners Association and the Metropolitan Motion Picture Theatre Owners Association.

"Our motive may truly be," he said, "that this is our very own. But the
(Continued on page 7)

PERSONAL MENTION

BARNEY BALABAN, president of Paramount Pictures, and Mrs. BALABAN will return to New York today from Europe aboard the "Queen Elizabeth."

KENNETH CLARK, vice-president of the Motion Picture Association of America, returned to New York from Europe over the weekend and left here immediately for his Washington headquarters.

IRVING H. LEVIN, president of Filmmakers, and **HARRY L. MANDELL**, vice-president, have arrived in New York from the Coast.

CAPT. HAROLD AUTEN, American representative of Greater Union Theatres, Australia, will return to New York from London today aboard the "Queen Elizabeth."

RALPH SERPE, the Italian government's television representative in the U. S., is in Rome from New York.

ROBERT DOWLING, president of City Investing Corp., returned to New York yesterday from London via B.O.A.C.

RALPH D. HETZEL, vice-president of Motion Picture Association of America in charge of the New York office, has returned from a brief vacation.

JOHNNY GREEN, head of M-G-M's music activities on the Coast, is scheduled to arrive in New York from Hollywood on Sunday.

ROBERT ALDRICH, producer, has arrived in New York from the Coast.

PAUL BACK, Buena Vista's manager in Omaha, will move late this month to the organization's Chicago office.

BARRY JONES, British actor, will return to London today via B.O.A.C.

SAM KRESS, head of the M-G-M wardrobe department at the studio, will return to Hollywood from New York on Thursday.

FRANK MANZI, booker for Paramount in Hartford, has resigned to join the New Haven office of Amalgamated Buying and Booking Service.

RITA HAYWORTH will leave New York for England today via B.O.A.C.

Services for Moon To Be Held Today

Special to THE DAILY

WESTPORT, Conn., July 9—Funeral services for Raymond E. Moon, 59, assistant general sales manager of



Raymond Moon

Universal Pictures in New York, who died at his home here Saturday, will be held tomorrow at Christ and Holy Trinity Church at 2:00 P. M. Interment will be in Christ Church cemetery.

A pioneer in the motion picture industry, Moon joined Universal as a salesman in Detroit 40 years ago. In the 1920s he organized Co-operative Theatres of Detroit, the first co-operative theatre booking organization there. Later he organized another co-operative, General Theatres of Detroit. In 1940 he became New York branch manager and later eastern division manager for Twentieth Century-Fox. He rejoined Universal in 1950 as assistant general sales manager.

Surviving are his wife, Mrs. Audry Corbin Moon, and three sons, Raymond, Robert and David.

M-G-M Steps Up Training Of Animated Cartoonists

Due to the "foreign and domestic demand for animated shorts and the scarcity of people trained in this field," M-G-M has allocated an additional \$100,000 per year to intensify its new training program.

Some 25 employees in the past nine months have been added to the animation department and they are being trained in making cartoons. Although there are no present plans for tv production in the cartoon category, M-G-M has indicated the training program will provide the necessary animators, should they later enter the tv field.

Adeline Padula Appointed AMPA Publicity Director

Adeline "Pat" Padula of Endorsements, Inc., has just been named Director of Publicity and Public Relations of the Associated Motion Picture Advertisers, it was announced by David Bader, president.

Miss Padula will work closely with the special committee to handle the Fall Luncheon—AMPA's 40th Anniversary—headed by Bob Montgomery of Paramount. She will act as liaison between the AMPA Officers and the Motion Picture Association.

French Exhibitors Study Theatre TV

By HENRY KAHN

PARIS, July 9—Active consideration of the proposal to install large screen television in theatres here is being given by exhibitors who hope to combat the inroads of tv by including it in theatre programs.

The exhibitor problem concerning tv use is that, if tv programs are used in the theatres, the programs would have to be transmitted over Post Office cables and, as the post office has a monopoly, only state programs would be available.

Exhibitors have considered seeking permission of the government to transmit private newsreels over its cables. A new set of regulations is being considered for radio and tv and it is being urged that these make provision for private interests to transmit programs over Post Office cables.

British Lion Studio Shows Profit Rise

From THE DAILY Bureau

LONDON, July 9—Accounts of British Lion Studio Co. Ltd., the subsidiary of the governmentally-financed British Lion Films Ltd., show an increase in profits from £134,507 in 1955 to £157,040.

Dividends of six per cent have been paid on the preference shares and 15 per cent on the ordinaries.

The directors state that 13 feature films were made at the company's Shepperton Studios in the year ending March 31, 1956, together with 70 films for commercial television.

After allowing for depreciation, the accounts show the value of the studio and equipment as £1,114,790.

Senate Finance Group Approves Customs Measure

WASHINGTON, July 9—The Senate Finance Committee approved with some changes a House-passed bill to simplify U. S. customs procedures. The bill would in many cases reduce U. S. tariffs on imports, as well as ending some complicated present procedures now in use for figuring tariff duties.

Trotta Presides

Vincent Trotta, well known industry artist and dean of judges for the Miss Universe contest, will preside at a press breakfast at the Savoy Plaza Hotel here this morning for European contestants, here en route to the judging in Hollywood. They leave here by plane with Trotta and Mrs. Trotta tomorrow night, picking up American finalists on the way.

James White Named Western Manager For Thrillarama

Special to THE DAILY

DALLAS, July 9—James A. White has been appointed western zone manager for the Thrillarama Releasing



James A. White

Corporation here, according to an announcement by Albert H. Reynolds, president of the company, which developed the new dual-film process. The company's western zone headquarters are in Hollywood.

White was most recently vice-president in charge of sales for Milmark Productions, Inc. He was formerly a regional sales manager for the Chrysler Corporation, and during World War II, served on the Labor Management Board of the War Productions Board.

Dowlen Russell, company vice-president, is acting as the company's southwestern zone manager with headquarters in the firm's office here. A central zone office will be opened in Chicago and an eastern zone office in New York City prior to the world premiere of "Thrillarama Adventure" in Houston on July 25, Reynolds said.

He also reported that Orville McDonald Associates of Dallas has been appointed national public relations counsel for the film.

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British Exhibitor Seeks Time Limit On Booking Bars

From THE DAILY Bureau

LONDON, July 9—Walter Eckhart, with a circuit of more than 100 theatres, is urging his brother independent exhibitors to support him in a move which may produce a minor revolution in booking practice here. He wants a time limit to be placed on all booking bars.

In an open letter to theatremen he quotes a resolution on the matter which has already been adopted by CEA's Bradford Branch and runs in these terms:

Suggests 4, 5, 6 Weeks

"That this branch of CEA requests General Council to negotiate with the KRS for a time limit of 4, 5, or 6 weeks to be applicable to all bars and that if an exhibitor does not state a film within this period from the coming-in date, pre-release runs accepted and subject to copy availability, the exhibitor following the situation concerned may proceed with his own dating provided that his playing-time is not less than that of the prior run, and that where the playing-time of the prior run exceeds that of the following run the time limit be 4, 5, 9, or 10 weeks."

In his letter to the exhibitors he says: "We of this company are convinced that if all independents, and specially those well down the line, will trouble really to understand the resolution, they cannot fail to appreciate that it must work to their advantage eventually despite the fact that, in the case of our own company, there are some situations where it would operate to our detriment." Statesmanlike, Eckhart adds that he appreciates there are many individual problems to consider and that he publishes his letter with a view to enabling thought being given to the problem. He suggests that the matter be ventilated in all CEA branches.

'Rationalizing' Is Sought

Barring practice here is a perennial thorn in the side of independents and bristles with anomalies. There is a growing feeling that time has come when the confused situation calls for thoughtful re-examination and, as many say, rationalizing.

Hartford Theatre Adopts 'Family Night' Policy

HARTFORD, July 9—In a move to compete against drive-ins who admit children under 12 free, the Majestic Theatre at West Springfield, Mass., has adopted a "family night" policy Monday through Friday that calls for the admission of an entire family, including all children under 12, for \$1.

Other local theatres using a similar policy are the Lyric, where children under 12 accompanied by their parents are admitted free after 6 P. M. seven nights a week. The same policy is in effect at the Stanley-Warner Palace and Ed Lord's Midtown and Lord Theatres in Norwich, Conn.

To Bolster the Box Office

Music Can Help Promote All Types of Films, Says Young

The need for greater promotion by exhibitors of the music used in films, irrespective of the artists or the type of picture involved, was stressed here recently by composer Victor Young.

During a visit from Hollywood to resume scoring of the upcoming Todd-A-O production, "Around the World in Eighty Days," the musician and Decca-recording artist asserted that music has played a great part in the rise in popularity of motion pictures over the years. Its importance has increased, he observed, with improvements in sound recording techniques.

Comparing the changes in techniques, Young recalled the status of music when he first joined the industry in 1935.

First Pictures in 1935

"My first film was 'Anything Goes' in 1935 when the stress was upon acting and there was a shying away from music. You could call this film a musical but it hardly sounded like one. The sound technique was poor and there was no incentive to develop it because music wasn't considered as being worth the promotion when it came to advertising a film. It took a long while before the view changed for the better and before the theatre patrons and industry recognized the

importance of music in selling a film."

Young related that the first inkling of finer sound reproduction came from Germany shortly before the outbreak of World War II and that research was carried on in the ensuing war years both in England and in the U. S.

"However, even then the film industry was the last to jump aboard the bandwagon and make use of the technique. After the recording studios perfected it to a point where phonograph sales were booming, then the Hollywood studios agreed it was time to make their move—and it has paid off at the box-office."

'A Promotional Feature'

"Many patrons take the music for granted," he declared. "This can be attributed to many things but particularly to the failure of exhibitors to promote the music. It sets the pace, blends the moods and makes the audience more appreciative of the film. This is music's purpose and sometimes it's forgotten. Music is a promotional feature that helps sell the product for the exhibitor."

Mass. House Kills Bill Threatening Drive-Ins

BOSTON, July 9—A bill that would put existing and proposed drive-ins under the authority of the Commissioner of Public Safety was killed today in the Mass. House of Representatives when its members refused to accept a favorable committee report on the proposed measure.

If passed, the bill would have given the commissioner the power to change existing layouts of drive-in theatres, such as changes in entrances and exits and alterations in the angles of screens with respect to highways. Frank C. Lydon, executive secretary of Allied Theatres of New England, vigorously opposed the measure, which was introduced to the House earlier this year.

Senate Group Approves Nomination of Hansen

WASHINGTON, July 9—The Senate Judiciary committee approved the nomination of Los Angeles Judge Victor R. Hansen to be assistant attorney general in charge of the anti-trust division.

Action by the Senate itself is still required on the nomination.

Advance Release Date

Twentieth Century-Fox has advanced the release of its CinemaScope production of "Bigger Than Life" from September to August.

In Britain

Producers May Restrict Membership

From THE DAILY Bureau

LONDON, July 9—A long-rankling cause of friction among the members of the Producers' Association here involving a move to exclude from the group's membership any member who also has an interest in exhibition will be brought into the open at a special meeting of the Association's executive council tomorrow.

Though little information has been given out, it is known that a hard knot of independent producers have for a long time, been talking among themselves of such a move. Their underground agitation came to a head in the executive's discussion of the submission the Association made to the Board of Trade in regard to the shape of the industry's future policy.

Sir Henry Queried

Questioned on the matter, BFPA's Sir Henry French admitted that tomorrow's special meeting of the executive had been called by the president "to consider whether certain statements which have been made in behalf of independent producers should be interpreted as meaning that in their opinion, membership should be restricted to companies with no interest in exhibition."

In other words, were the malcontents to have their way, the vertically integrated Rank and Associated British Groups would be compelled to resign from the Association, leaving it, to say the least, a lean and singularly attenuated body.

Rank in Fighting Mood

It is reliably stated that militant John Davis, BFPA president and chief of the Rank Organization, is set on carrying the fight into the enemy's camp.

Reflection of the difference of viewpoint prevailing in the Association is shown also in the nominations for the presidency and vice-presidency which come up for consideration on the following day (Wednesday) at BFPA's annual meeting.

Sir Michael Balcon had been nominated for the presidency. But Sir Michael's company, Ealing Films, which lately broke away from the Rank banner and now produces for M-G-M, had previously given notice of resignation from BFPA. Sir Michael has declined to stand for the office.

Lawrie Nominated for V-P

On the other hand, James Lawrie—the original managing-director of the National Film Finance Corporation but now an independent producer—has been nominated for the vice-presidency in opposition to Association British's Robert Clark. Much clearly will turn on the decisions taken at tomorrow's meeting.

Reopen Conn. Drive-In Destroyed By Floods

HARTFORD, July 9 — The Sirica Brothers, William and John, and Fred Quatrano, operators of the Hamilton and Lido Theatres, Waterbury, Conn., have opened their Watertown Drive-In, Watertown, Conn., following reconstruction costing an estimated \$200,000.

The theatre was demolished during the 1955 floods. Car capacity has been increased to 1,000.

Honor Jacocks at Dinner

HARTFORD, July 9 — Some 400 persons, film industry executives and civil leaders, attended a testimonial dinner tonight at Waverly Inn, Cheshire, held to honor Irving C. Jacocks, Jr.

Jacocks, operator of the Branford Theatre, Branford, has long been active in MPTO of Connecticut political programs.

Speaking roster was arranged by Atty. Herman M. Levy, general counsel of TOA, and executive secretary of the state theatre group.

Phila. Manager Dies

PHILADELPHIA, July 9—Martin Kruger, 56, manager of the Jackson Theatre here for the past 25 years, died July 4 at the Presbyterian Hospital. Two sisters and two brothers survive. The house has been independently owned by various exhibitors over the past several years.

THE TRUE AND EXCITING STORY OF

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STARRING

AUDIE MURPHY

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KEYED TO MEET TODAY'S

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FROM UNIVERSAL
BOX-OFFICE DEMANDS!

... NEWS ROUNDUP

Science and Vision Merge

The merger of Science Pictures, Inc., and its affiliates with Vision, Inc., has been announced jointly by Francis B. Thayer, president of Science Pictures, and William E. Barlow, president of Vision. The new organization will serve clients in the U. S. and overseas in all phases of Motion Picture, animation and slide film work.

RKO Shooting 'Brave' Here

Shooting of the first in a series of feature length films to be released by RKO was started yesterday by Production Center, Inc. which disclosed that the picture, "Brave Tomorrow," should be ready for early December release. Under the RKO agreement, Production Center will complete a film every three months for a three-year period, or 12 films.

Coast Has 45 in Work

An increase in production during the past week brought the total number of pictures in work in Hollywood to a new high of 45. Ten new pictures were started and three others were completed.

Hazen, Wallis Conferring

Production plans for 1956-57 are currently being mapped on the Coast by Hal Wallis and Joe Hazen of Hal Wallis Productions. Hazen, who arrived here from New York last Thursday, is also conferring with Wallis on the upcoming productions to be released by Paramount. Slated for future release are "Gunfight at the OK Corral," "Hollywood or Bust" and "The Rainmaker."

Goldburg Buys U.K. Novel

Jesse J. Goldburg of United Screen Associates has acquired the world rights to the published work of Frederick J. Thwaites, "The Mad Doctor," a novel the locale of which is laid in the jungle of East Africa. The book, published originally in England and played many times as a radio serial in that country, has never been published in the U. S.

Theatres Sell Swim Pools

Paramount Gulf Theatres, Inc., and the International Swimming Pool Corp. of White Plains, N. Y., have concluded an agreement that provides for the display and sale of the Esther Williams Swim Pool Pak by the conventional and drive-in theatres of the circuit. Sample installations of the pool are to be placed for display in all houses. The pool sells at less than \$2,000 installed.

REVIEW:

Walk the Proud Land

Universal-International

HOLLYWOOD, JULY 9

AUDIE MURPHY portrays here—with admirable restraint and in appropriately authoritative manner—the estimable John Philip Clum who, sent to Arizona in 1874 by the Department of the Interior to administer the affairs of the Apache Indians, achieved by means of kindness and understanding an unprecedented peace with the main body of the tribe and, by use of battle strategy learned from the Bible, took the warring followers of Chief Geronimo, with Geronimo himself, into custody. Filmed with care and dignity in CinemaScope with print by Technicolor, the picture, produced by Aaron Rosenberg and directed by Jesse Hibbs, stands well up on the list of westerns being described these days as "mature," and figures to wind up well up, too, on the list of today's money-makers.

The screenplay by Gil Doud and Jack Sher, based on a biography of Clum, opens with Murphy's arrival in the West to take charge of the San Carlos Apache Reservation, and follows him through informative and actionful incidents to the capture of Geronimo. The U.S. Cavalry contingent that has been harrassing the Apaches, and the similarly disposed Governor Safford, are the heavies in the story, but there are bad Indians as well as good Indians, too, which sort of levels up the score as to audience sympathies. The whole of the narrative, unlike most in kind, leaves one with the impression of having viewed a section of history this government isn't proud of rather than a fictional episode with a happy ending. (The printed post-script, stating that the nation didn't give the Apaches self-government until November of 1955, is an unusual and forceful feature of the production.)

Anne Bancroft as an Indian girl in love with Murphy, and Pat Crowley as his wife, are effective in their performances, and Robert Warwick is convincing as the Apache chief. Charles Drake, Tommy Rall and Jay Silverheels are others supplying important support.

Running time 88 minutes. General classification. Release date, September.

WILLIAM R. WEAVER

Vote on King Bill

(Continued from page 1)

when the committee will reach a vote on King's bill—it could be tomorrow or it could be several days off.

Even if the committee approves the bill, the measure still must clear many other hurdles. Chairman Cooper (D., Tenn.) told the committee today that members shouldn't expect enactment of bills that don't clear the committee by unanimous vote, and the admissions tax bill is unlikely to get unanimous approval, in view of expected Treasury opposition.

The committee, meanwhile, made it official that the comprehensive excise tax revision bill would not go anywhere this year. The committee, at a meeting today, agreed that the bill was too far-reaching to be acted on this late in the session, and so decided merely to have Rep. Forand (D., R. I.) introduce a new bill, embodying all the committee decisions thus far, and have business groups submit their comments on this bill between now and next January. The idea would be to permit Congress to act quickly on the measure next year.

Film industry groups had originally hoped to add an admissions relief amendment to this bill. The committee's decision to let this catch-all bill die indicates the industry suffered no real setback when an admissions tax reduction amendment was ruled out of order in connection with this measure.

General Aniline Bill Gets Comm. Approval

From THE DAILY BUREAU

WASHINGTON, July 9—The Senate Judiciary Committee approved a bill to permit the sale of the General Aniline and Film Corp.

A House Commerce Committee has already decided against any action this session on any legislation in this field.

The Senate Committee's bill would authorize a full return of all vested property still held by the government. If the president should determine that foreign ownership is detrimental to the U. S. national interest, he could ask a court to require sale to U. S. owners, with the proceeds going to the owners of the property when it was vested.

Presumably General Aniline would fall in this category.

Glass to Reactivate as Independent Producer

HOLLYWOOD, July 9 — George Glass, who joined Hecht-Laneaster Productions prior to the promotion of "Trapeze," this week will reactivate his independent producing company to make "Comedian," by Ernest Lehman.

At one point it was expected Glass would produce this property with H-L, but these plans have been abandoned by mutual agreement.

PEOPLE

Ted Schlanger, Stanley Warner Philadelphia zone manager, has been named by Gov. George M. Leader of Pennsylvania a commissioner of the Delaware River Port Authority. Schlanger has been appointed to a five-year term to fill a vacancy on the bi-state commission. He is the first film industry figure so to be honored.

Sperie Perakos, general manager of Perakos Theatres Associates, has been elected to a three-year term as a director of the Yale Club of New Britain, Conn.

Jack Keppner has been named assistant manager of Loew's Poli Palace Theatre, Hartford.

Charles Cutelis, formerly a restaurateur of Reading, Mass., has been named manager of the Twin Drive-in Theatre, Medford, scheduled to open on July 14. Owners are Winthrop Knox, Jr., and George Hackett.

Carl Reardon, branch manager of Universal-International in Cleveland, pioneered the exchange to first place in the recently concluded Nat Feldman sales drive. Assisting Reardon were district manager Peter Rosian and the Cleveland division manager Peter Dana.

31 'U' Serials

(Continued from page 1)

sidiary of Hygo, contracted for the purchase.

Negotiations are currently in progress between Hygo and two national accounts for the possible network programming of a half-hour show built around two serial episodes per program. In the event the sale is not effected, Hygo will make the films available for distribution to all tv stations.

Among the films purchased were "Great Alaskan Mystery" with Ralph Morgan, "Royal Mounted Ride Again," "Gang Busters," "Scouts to the Rescue" and "Winners of the West."

Installation of Officers Held by Atlanta WOMPI

ATLANTA, July 9—The new officers and committee chairman of the Atlanta Club of Women of the Motion Picture Industry opened their new social year with a dinner at the Atlanta Variety Club. Following dinner, the board meeting was held, with Mrs. Jackie Cowart presiding. Genevieve Daly and Lucille Dougherty, both of Cinerama, were voted on for membership. The balance of the meeting was devoted to a July project and national convention business.

Guy Brown, district manager Motion Picture Advertising, installed the new officers, at a dinner at the Variety Club.

REVIEWS:

Magnificent Roughnecks

llied Artists

Given proper exploitation assistance with enough stress on mature acting abilities of onetime Andy Hardy (Mickey Rooney)—this Herman Cohen production, firmly directed by Sherman Rose, could easily slide into the category of a sleeper attraction.

Its 75 minutes running time passes swiftly, and its principal players go through their assigned roles with competence and competency. Jack Carson, a small name as far as marquee and public lure is concerned; Nancy Gates, Jeff Donnell and Myron Healey are also very much evident in the casting.

The initial setting is an oil field, with superintendent Jack Carson and al Mickey Rooney anticipating conclusion of prevailing contract so that they can make hasty tracks for city lights and sounds. Along about here, Nancy Gates, with calm efficiency (and an engineering degree) appears on the scene to take over Carson's assignment. He displays male stubbornness, refusing to bow to a lady boss, and the two split daily tasks. Carson finds himself attracted to the pert, capable newcomer. Rooney concentrates on Miss Donnell, a restaurant operator, and it looks like romance is in for a field day until opposition oil company representative Myron Healey, tries to prevent the Carson-Gates-Rooney team from bringing in a new series of wells.

A battle with tractors occurs, Rooney taking first place. The first rusher comes in, a fire breaks out and end of the contract appears. At the right moment, with the aforementioned men and women paired off, oil company boss Willis Bouchee shows up to extend field agreements.

Running time 73 minutes. General audience classification. Release date, July 22.

A. M. W.

Bullfight

Janus Films

The struggle between the matador and bull, a historic sport that dates back to the days of early Greece, is presented factually, interestingly and artistically in this Janus Films release.

Produced and directed by Pierre Braunberger, "Bullfight" recaptures the brutal struggle between the famous matadors—Manolete, Guerrita, Pastor, Arruza and 14 others—and the proud bulls that seek out their prey and either severely wound their foe or are killed at the hands of the matadors. Considerable footage is devoted both to the training of the bulls for future arena battles and the instruction given to the young matadors long before they first take on the animal in combat.

While the film appears to have a limited appeal, it nevertheless treats the sport with a critical eye, pointing out the traditions of bullfighting and the transition that has taken place in

Drive for Rogers Hospital

(Continued from page 1)

important thing is, really, to make that hospital the greatest research institution in the world. This will be our contribution. And it gives us the right to go to the public."

Mr. Fabian urged fellow circuit owners not to write letters to managers, but to appeal personally and "lay out the campaign properly." He added he didn't like the trailer because it didn't stress research, but obviously he would use it.

He commented that last year's national collections—which he said was "a very poor showing"—were \$170,000 and said he believed New York City's quota alone should be that sum.

He and others also agreed no one complains about theatre collections, although methods may vary (lobby collections, for instance); and that, in fact, collections this year should be through a full program change. Mr. Fabian said he collected through a program last year and so far as he knows, had no protests.

Harry Mandel indicated RKO assent to more than one day awaited Sol Schwartz's arrival from Europe. The men also agreed that Roxy Theatre cooperation should be solicited.

Ernest Emerling suggested collections be tied to good pictures, and Eugene Picker agreed. Possibility that patrons might resent reiterated dunning was explored, and the consensus is collections should be a full program change the week of July 16, preferably tied with a strong attraction and if necessary delayed for that reason possibly one week.

A television appeal to the public, the men agreed, was a possibility later. Harry Goldberg stressed CBS's Frank Stanton's suggestion that each station could give one hour. Fabian suggested a Fall campaign.

Harold Rinzler, New York co-chairman, said he was happy to report New York theatres enlisted are double last year's.

Also present were Harry Kalmine, Emanuel Frisch, D. John Phillips, Samuel Rosen, Harold Klein, Lou Fischler, Edward Fabian, Ernest Sands, Robert Shapiro, Martin Levine.

M-G-M to Start

(Continued from page 1)

eight M-G-M pictures to start within the next two months, and told assembled department heads that "production costs in the past 20 years have increased by 900 per cent, but grosses have not increased in the same proportion."

He emphasized that there is no choice except to cut costs all along the line and that economies must be maintained by every one concerned if the studio is to be operated at a profitable level. "We are just emerging from an era in the entire business of making big pictures for 'bigness' sake. This road turned out to be a blind alley. In the last year and a half, our most profitable pictures have been those made at a reasonable cost," Schary stated.

'A Lot More Careful'

"M-G-M is still willing to put as much money as is necessary into a given project, provided that the money is controlled and seen on the screen. But, we are going to be a lot more careful in the future. We are going to have to reduce our 'margin of error,'" he said.

In stressing the plans for wholehearted cooperation, Schary told of the importance of careful planning of each step taken on every picture

the sport over the past seven centuries. For the exhibitor, the film offers much for exploitation. While the picture was not filmed in color, it captures the moods and historical traditions that can be found only in this ancient sport.

Running time, 76 minutes. General classification. For immediate release.

J. E.

Stellings Named

(Continued from page 1)

small theatres. In so doing, we have undoubtedly passed up some valuable men who could give assistance to us at this conference." Stellings extended an invitation to all TOA members, "who can do so, to be with us at this Chicago meeting."

Stellings, an exhibitor since 1912, joined in formation of the Everett Enterprises at Charlotte in 1939. He was elected vice-president of Stellings-Gossett Theatres in 1953 and in 1954 became president of Stewart and Everett Theatres. He is also assistant to TOA president Blank.

from the time of story purchase until the finished product is delivered for distribution. Declaring that production costs have risen while grosses have not increased proportionately, the M-G-M vice-president said that more and more attention in recent years has been given to the selection and production of product for the world market. "This policy has been successfully demonstrated by the fact that since 1940, M-G-M has made 90 pictures with a world gross of more than five million dollars each. Previous to 1940, only five pictures had grossed more than five million," he said.

Points to Big Grosses

Disclosing that M-G-M will put eight films before the cameras within the next two months, Schary said that for the successful picture the returns still will remain large. "Ten years ago," he said, "world grosses of seven million dollars on an individual picture were very few. Today a solid hit can achieve that world wide figure and perhaps, in some instances, more."

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

...with RAY GALLO

A NEW all-vinyl plastic projection screen has been announced by the Bodde Screen Company, Los Angeles. B. M. Bodde, Jr., general manager, reports that, as with all the company's screens it can be cast in one seamless piece of material up to a maximum size of 45 by 95 feet. The screen was developed through the cooperation of M-G-M's Projection Department headed by Merle Chamberlin, in collaboration with the studio's Technical Research Department, headed by Douglas Shearer.

U. S. Air Conditioning Corp. has moved its main offices and plant from Minneapolis to Philadelphia, where manufacture of the company's products has been under way for several weeks. So advises David E. Feinberg, president of the company. He states that the move was dictated "by the need for more efficient production facilities and a location that is geographically closer to U. S. Air's sources of supply and its principal markets."

The Rowe Manufacturing Company is now supplying its "Ambassador" line of cigarette vending machines with the "showcase" display front in charcoal gray (as well as the standard white) for locations where more subdued displays may be required. Production has been stepped up at Rowe's Whippany, N. J., plant on both the 14-column and 11-column "Ambassadors" and they are now available for immediate delivery anywhere in the country, according to Charles H. Brinkmann, sales vice president.

Canada Dry Ginger Ale, Inc. has announced plans to centralize its marketing approach and is carrying them out by creating several new executive positions and extending the administrative functions of others to cover both company-owned and licensed bottler sales operations. Roy W. Moore, Jr., recently elected executive vice-president and general manager, has announced the appointment of Ralph Nims as vice-president of marketing and James W. Ellis as vice-president of sales.

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N.Y. Film-making Now 'Satisfactory, Important': Fonda

New York picture making is competent, important, and in every technical way satisfactory, producer-actor Henry Fonda told the press yesterday at the Fox Movietone studio, where he and writer Reginald Rose were hosts during shooting of Mr. Rose's television story, "12 Angry Men."

Shooting is two weeks' along, with probably three weeks to go, and director Sidney Lumet has planned minutely so there is literally no lost motion, Mr. Fonda commented. He also explained some half dozen actors are in the New York theatre, the picture has a New York locale, it has only one set, a courtroom, which the studio obviously handles easily; and the talent and technicians all are co-operative and capable.

United Artists will release the Orion-Nova Production's picture in 1957 cognizant of its schedule. The delay, Fonda understands, is because of a picture extant, "Seven Angry Men."

Building Theatre in Paris

PARIS, July 9—A 1,800 seat theatre featuring the most modern equipment available is under construction here. The three-floor house is under construction at one of the city's busiest intersections and features a facade made entirely of glass.

Grosses High, Nationally

(Continued from page 1)

take for the first 18 days of the run exceeded \$427,500.

In its simultaneous dual run at the Criterion and Sutton Theatres, Warner Bros.' "Moby Dick" was reported doing "outstanding business." The Criterion racked up \$58,674 for the first five-day run that ended Sunday while the Sutton recorded \$22,874 for the same period.

'Certain Feeling' Strong

A three-day gross of \$17,000 was reported by the Paramount where "That Certain Feeling" is in its third week. Business at the Astor Theatre was said to be "very good" with the four-day gross ending Sunday for Paramount's "The Proud and Profane" totaling \$14,200. A spokesman there said the fourth week's gross would equal that of the second week.

The Victoria, with MGM's "The Catered Affair," had a "strong" gross for four days at \$14,000 while the State, showing MGM's "Somebody Up There Likes Me," recorded \$21,000 for the four days of its first week.

The three-day gross at the Roxy Theatre for 20th Century-Fox's "The King and I" was \$7,200.

Elsewhere in the nation, first-run theatres reported strong summer attendance. Behind the record gross for its first week of "Moby Dick," the State Theatre at New Bedford, Mass., rolled up a figure of \$6,579 for the

four days ending Sunday. The Stanley, Philadelphia, drew \$41,268 for the first six days for the same Warner Bros. release. In Boston's Astor Theatre, the film began its second week on Friday and compiled a three-day gross to Sunday of \$17,124. The Paramount, Pantages and Wilton Theatres in Los Angeles had a combined gross of \$69,915 for "Moby Dick" in its first six days. The film grossed \$21,955 at Houston's Majestic Theatre while three Miami Theatres—Olympia, Beach and Gables—reported a four-day gross through Sunday of \$42,109.

'Duchin' Widely Popular

Columbia's "The Eddy Duchin Story" was reported doing good summer business in Philadelphia, Chicago, New Orleans, Atlanta and Charlotte, N. C. A gross of \$18,000 was recorded for the five-day run of the second week at Philadelphia's Randolph Theatre while the Woods, Chicago, reported a six-day gross for the opening week of \$42,000. Other gross reports were \$18,500 at New Orleans' Orpheum, \$6,000 at Manor, Charlotte, \$7,500 at Atlanta's Rialto.

Meanwhile, box-office grosses at Omaha were called "outstanding," being assisted by the finish of the Ak-Sar-Bem horse races Saturday and the shift of the Omaha Cardinals American Assn. baseball team to road duty.

Omaha Likes 'Trapeze'

United Artists' "Trapeze" wound up its second week at the Omaha last Thursday with a "strong" gross and recorded \$16,000 its first week. "That Certain Feeling" is reported doing far above average at the Orpheum and both "The Catered Affair" at the Brandeis and "Alexander the Great" at the State are enjoying "good" first week business.

Theatre circuit executives in the Metropolitan New York area described weekend business as "improving over the July 4 holiday" and said future gains are likely in the major houses.

'Bargain Nights'

(Continued from page 1)

"Showmanship," distributed at the weekend. The report says eight situations with 10 weeks of experience in "Bargain Night" averaged 3,088 attendance, with a \$773.35 ticket gross and a \$277.78 concession gross.

Corresponding figures before "Bargain Night" were 1,236 attendance, \$630.74 from ticket sales, \$139.10 concession sales. All seats sold at 25 cents.

O'Neil and RKO

(Continued from page 1)

sions, to the resurgence of activity at the RKO studios. The cover design includes a photograph of O'Neil against a color still from the first production under his management, "The First Traveling Saleslady," which stars Ginger Rogers, Barry Nelson and Carol Channing.

Churchill Receives Humanitarian Award In London Ceremony

By PETER BURNUP

LONDON, July 9—At his London home, Sir Winston Churchill has been handed the solid-gold, heart shaped Humanitarian Award presented to him by Variety Clubs International in 1954 "in recognition of his life-long devotion to the liberty of man, his everlasting vigil in safeguarding democracy, and his zealous dedication to the furtherance of world peace."

At an informal ceremony, Sir Winston was given the inscribed Gold Heart by C. J. Latta, European representative of Variety Clubs International.

In acknowledging the presentation Sir Winston said that as long as he is alive the Heart will remain on the mantelpiece of his home.

He is the second Briton to be a recipient of the Award: the first being Sir Alexander Fleming, who was honored in 1944 for his discovery of penicillin.

Company Heads

(Continued from page 1)

group, chaired by Jerry Pickman, vice-president of Paramount Pictures, will meet at 5 p.m. tomorrow afternoon at MPAA headquarters here. At the meeting a general review of the progress made thus far by its five sub-committees will be presented for study by the entire committee. It was reported that the full advertising-publicity group will argue the pro's and con's of each proposal report, decide upon the one most likely to succeed.

The five sub-committees are headed by Rodney Bush, 20th Century-Fox; Si Seadler, M-G-M; Phil Gerard, Universal Pictures; Alfred Tamarin, United Artists, and Paul Lazarus Jr., Columbia Pictures.

Bush's sub-committee has been investigating a proposal revolving around a Hollywood symposium, project under which leading motion picture critics and newspaper representatives would go to Hollywood to see how films are made and to get a broader understanding of production. Seadler's group has been studying motion picture advertising and how it could be improved.

'Hitting the Road' Suggested

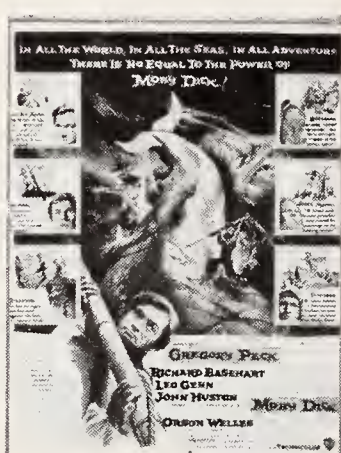
Gerard and his committee have been working on a proposal which would entail the company president and their advertising-publicity heads "hitting the road" for personal meetings with exhibitors, opinion makers, and the public, in some cases, in all parts of the country in order to boost motion pictures as the "number one entertainment medium." Tamarin's committee has been studying various merchandising proposals which would help sell motion pictures at a local level. Lazarus' subcommittee has been investigating a proposal calling for retention of a business management association which would survey the industry.

THE BIG ONES ARE ADVERTISED IN LIFE

In LIFE's July 2nd issue:



Paramount Pictures
That Certain Feeling



Warner Brothers
Moby Dick



THE BIG ONE IN MOVIE SELLING

LIFE's weekly audience is 26,450,000

Source: A Study of Four Media

MOTION PICTURE DAILY

Concise
and
to the
Point



80, NO. 7

NEW YORK, U. S. A., WEDNESDAY, JULY 11, 1956

TEN CENTS

House Acts

Chances for 7 Tax Cut Strengthened

Loaden the Jurisdiction Forand Subcommittee

By J. A. OTTEN

WASHINGTON, July 10 — The Ways and Means Committee revived the Forand Excise Tax committee and specifically broadened its jurisdiction to include recommendations for excise tax changes. It apparently signalled a committee willingness to consider excise tax changes next year.

The Forand Subcommittee was set last year to study technical and administrative excise tax problems. In its final report this spring, it suggested that the full committee might want to consider excise tax changes next year.

Everly Miller Heads Allied of Kansas-Mo. for the Fourth Time

Special to THE DAILY

KANSAS CITY, Mo., July 10 — Everly Miller, operator of drive-in theatres in Leavenworth, Kan., and Joseph and Jefferson City, Mo., was re-elected president of the United Independent Theatre Owners of Kansas and Missouri, Inc. The election, which initially was scheduled for August, was moved up.

Miners 'See Now, Pay Later' for Films

Special to THE DAILY

MINNEAPOLIS, July 10 — A "see now, pay later" plan covering miners and their families by the steel strike is in effect. Two Minnesota Amusement Company (AB-PT affiliate) theatres in Virginia and Hibbing, Minnesota iron mining cities, Charles Winchell, MACO president, announced in Minneapolis today.

The credit plan was placed in operation Monday at the State theatre, Hibbing, and the MACO at Virginia. It covers all striking miners and members of their families.

Returns from 12-Day Trip

Balaban Predicts European Business Will Surpass Last Year's Figures

Business in Europe at "this moment is a little behind last year" for Paramount Pictures but with a strong line-up of product to be released in that market shortly, the company's overall gross should surpass 1955 business, according to Barney Balaban, Paramount president, who returned to New York yesterday aboard the Queen Elizabeth.

\$10 Million

'Trapeze' Tops All-Time Mark Says Heineman

By LESTER DINOFF

(Picture on Page 6)

Hecht-Lancaster's CinemaScope production of "Trapeze," which "is expected to gross domestically \$10,000,000," has broken the all-time world's gross record in the first week of its general release and shattered the all-time earned film rental for its first week run, it was announced yesterday by William J. Heineman, vice-president in charge of distribution for United Artists, distributors of the film.

Heineman, surrounded by such UA executives, said "Trapeze" is "a picture that is going to make a big difference in the industry." (Continued on page 6)

Broccoli Optimistic On Industry Future

By JACK EDEN

Conviction that the so-called "recession" in the motion picture industry is a transitory stage through which all businesses must pass and that the advent of new production techniques combined with an active exploitation program "will make the film industry even stronger than it was before" was expressed yesterday by independent producer Albert Broccoli.

In New York preparatory to his departure for London.

Cogley Names Four As 'Clearance Men'

From THE DAILY Bureau

WASHINGTON, July 10 — John Cogley, editor of the Ford Fund for the Republic's study on "blacklisting" in the entertainment industry, gave the House Un-American Activities committee today the names of various individuals who have been blacklisted.

(Continued on page 6)

Deal Closed

Warners' Stock Transferred To New Owners

New Directors, Officers To Be Elected Today

Working control of Warner Bros. Pictures passed from the founders and members of their families exclusively to the group headed by Serge Semenenko, first vice-president of the First National Bank of Boston, and Jack L. Warner, production head of the company, who is scheduled to be elected its president today.



Jack L. Warner

The purchasing group paid approximately \$18,000,000, or \$30 per share, for an interest in the company.

Drug Industry Fears New Film Will Give Cortisone 'Black Eye'

The drug manufacturing industry is reported to be greatly disturbed over the possibility that the "miracle drug" cortisone will receive a "black eye" with the release of the new Twentieth-Century Fox film, "Bigger Than Life" in August. The picture, which stars and was produced by James Mason, deals with the psychotic effects that are sometimes encountered in the use of cortisone.

'King and I' Nearing Record 'Robe' Grosses

A record gross for "The King and I" was being freely predicted at 20th-Century Fox yesterday as sales executives avidly read and listened to the reports from around the country. In 15 openings around the country "King" was approaching or surpassing the records set by "The Robe."

Balaban, who said that the main purpose of his 12-day trip was to see an answer print of Dino DeLaurentiis' production of "War and Peace" and "to pick up my wife who has been in Europe since the wedding," reported that Paramount presently in a number of spots is "off" but on the whole is good. We even are ahead in some spots.

Commercial television has affected business in certain European areas, especially in England, he pointed out, but its concentration is not very heavy there due to the economic situation in many countries. He said that the public, in most cases, cannot afford television receivers, but congregate in public houses.

(Continued on page 7)

Credit Card Survey Progressing Smoothly

The special sales managers committee charged with launching a survey of the Indianapolis-Marion County area to test public reaction to a theatre admissions credit card system met here yesterday and reported that the Motion Picture Association of America proposal was progressing smoothly.

The sales managers' sub-committee, with William C. Gehring, 20th Century-Fox vice-president, as chairman, will continue its survey.

(Continued on page 8)

Legion Puts 'Storm' In 'Separate' Class

The film "Storm Center" was given a "separate classification" by the National Legion of Decency this week, which reviewed 14 pictures in all. This classification is given to "certain films, which, while not morally offensive, require some analysis and explanation as a protection to the uninformed against wrong interpretations and false conclusions."

Explaining its reasons for so classifying "Storm Center," the Legion said the film "is a picture of a man who is a criminal and a picture of a man who is a criminal."

(Continued on page 6)

PERSONAL MENTION

SAM SPIEGEL, producer, has left New York for St. Petersburg, Fla.

ARTHUR LUBIN, producer-director of "Escapade in Japan" for RKO Radio, and **WINSTON MILLER**, associate producer, will leave Tokyo today on a location-scouting trip to the interior of Japan.

PAUL BRACCO, chief electrician at the Paramount Theatre here, became a grandfather this week when his daughter, **MRS. RICHARD JENNISON**, gave birth to a girl at the New Rochelle (N.Y.) Hospital.

ARTHUR KROLICK, Paramount district manager for Buffalo and Rochester, has left there with his family for a vacation at Cape Cod.

ROBERT MULLER, director, will leave New York for London today via B.O.A.C.

ROBERT MITCHUM will leave here for London today via B.O.A.C.

LYN HOGUE TRAMMELL, office manager for Academy Film Service, Cleveland, is the mother of a boy born there at the Deaconess Hospital.

Gen.PrecisionStockholders Approve Capital Increase

Stockholders of General Precision Equipment Corporation at a special meeting here yesterday approved a charter amendment increasing the authorized shares of preference stock from 25,000 to 1,500,000 and the authorized common shares from 2,000,000 to 3,500,000. The authorized preferred stock remains unchanged at 500,000 shares. Approximately 73 per cent of the outstanding common and preferred stock was voted in favor of the proposal.

The action places GPE in a position to make an offer to acquire the outstanding preferred and common stock of Graflex, Inc., Rochester, N. Y. The proposed acquisition would involve the issue by GPE of not more than 59,445 new preference shares and not more than a like number of common shares.

'Life' to Victoria

"Bigger Than Life" has been set to debut at New York's Victoria Theatre late this month, according to an announcement yesterday from Twentieth Century-Fox.

Daily, Herald Staff Promotions



Vincent Canby



Floyd Stone



Richard Gertner

Martin Quigley, editor-in-chief and publisher of Quigley Publications, yesterday announced three promotions on the staffs of Motion Picture Daily and Motion Picture Herald. **Vincent Canby**, on the staff of The Herald for the last five years, becomes news editor of that publication; **Richard Gertner**, formerly on the staff of Better Theatres, becomes news editor of The Daily; and **Floyd E. Stone**, photo editor of The Herald, becomes photo editor of The Daily also.

Canby was born in Chicago and graduated from Dartmouth College. He served as a Navy officer in the South Pacific during World War II and came to Quigley Publications in 1951 after working on newspapers in Paris and Chicago.

Gertner is a graduate of Rollins College, Fla., and was news editor for Florida newspapers before coming to New York. He was managing editor of Beach & Pool, a Hoffman Publication, before joining Better Theatres in 1952 as assistant to George Schutz, editor.

Stone, a native New Yorker, attended New York University and the University of Wisconsin. He worked as a reporter for the New Rochelle Standard Star, the Westsider and Park Avenue Merry-go-round, and was editor of Neighborhood News, a New York local paper. He came to The Herald in 1938 as reporter-photographer and was made photo editor of that publication five years ago.

Harold Auten Back From V.C. Receptions

Capt. **Harold Auten**, American representative of Greater Union Theatres, Australia, and veteran distribution executive here, returned to New York yesterday from London aboard the "Queen Elizabeth" following his participation in official receptions by Her Majesty's Government for holders of the Victoria Cross.

While in London, Capt. Auten conferred with officials of the Board of Trade, with British and American members of the industry there, and with **Norman Rydge**, head of Greater Union Theatres, who is a visitor in London. Rydge will return to Australia by way of Canada but does not plan to visit the United States at this time.

Capt. Auten will be host at the Lotos Club here next week to two G.U.T. theatre managers who won their circuit's most recent showmanship contest and as prizes are being given round-the-world trips. They will arrive here next Wednesday on the last part of their travels before leaving for the West Coast and returning to Australia from there.

'First-Run' Film Show Planned By WRCA-TV

NBC's flagship station, WRCA-TV, is planning full-scale competition with other stations in showing feature motion pictures. The station, which has generally avoided motion pictures to a greater extent than the other six stations serving the New York area, plans to embark on a new policy of "first-run" film exhibition in the autumn.

William Davidson, station manager, has announced the appointment of **Albert Odeal** to the newly created post of film director. The new film acquisitions will be televised on the station's "Evening Theatre" from 5:30 to 6:45 P.M. during the week and at 11:45 P.M., scheduled for Saturdays and Sundays.

'Phantom' Open July 23

"The Phantom Horse," new Japanese film in Eastman color, premieres at the Normandie theatre, New York, July 23. It was one of the films from Japan selected to be shown at the 1956 Cannes Film Festival, and was produced for the Daiei Studios by **Masaichi Nagata**, who made "Gate of Hell."

NEWS ROUNDUP

Todd-AO 'Prologue' in Use

The film prologue titled "The Miracle of Todd-AO," demonstrating the potential and capabilities of the Todd-AO process, has been released nationally for showing wherever **Robt. Rogers** and **Hammerstein's** "Oklahoma," produced in Todd-AO, is being road shown.

La Flamme Drive-in Partner

Al La Flamme, a Stanley Warner theatre manager in upstate New York for almost 25 years, has resigned work full-time as managing partner in the Unadilla Drive-in Theatre, near Sidney, N. Y. The other partner in the venture is **John Gardner**, owner of the Turnpike Drive-in Westmere.

'Pardners' to Mayfair Here

"Pardners," **Dean Martin** and **Jerry Lewis'** latest comedy, will be the new attraction at the Mayfair Theatre here. The new production is the comedian's first comedy Western.

Justice of Peace Exhibitor

Sylvester Albano, Justice of the Peace in Coeymans, N. Y., on Friday will open his new 500-car drive-in near Albany. His three sons are associated with him in the operation of the theatre.

Columbia Signs Aldrich To a Two-Picture Deal

HOLLYWOOD, July 10—Columbia Pictures today signed **Robert Aldrich** to a two-picture deal which calls for Aldrich to direct "Garment Center" for the studio, to be followed by another production to be produced by his independent company for Columbia release.

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EVERYBODY LIKES "SOMEBODY"!



**N. Y. PREVIEW
HIGHEST RATING
IN HISTORY!**

Public screening at Loew's
Lexington topped M-G-M's
"Blackboard Jungle," previous
champ in black and white
drama category.

The Excitement of the Week is M-G-M's
"SOMEBODY UP THERE LIKES ME"

HOT TYPEWRITERS!

THE TRADE!

VARIETY RANKS IT WITH "I'LL CRY TOMORROW"

"Superbly done. The same gutsy dramatic quality featured in M-G-M's 'Love Me Or Leave Me' and 'I'll Cry Tomorrow,' is present here in full measure. Sure of strong word-of-mouth to aid the selling."

FILM DAILY PREDICTS: "STRONG BOX-OFFICE"

"Should score highly. First rate drama, touched off with fine bits of comedy."

M. P. EXHIBITOR FORECASTS: "BOX-OFFICE HIT"

"Superior! Could go far both box-office wise and from an entertainment viewpoint."

M. P. HERALD SAYS: "TO REPEAT BOOK'S SUCCESS"

"Having captured a large section of the reading public...destined to repeat its success as a motion picture."

SHOWMEN'S TRADE REVIEW: "EVERYBODY WILL LOVE IT"

"Excellent! Turbulent, exciting, heart-warming, terrific. Screen's most rewarding entertainment. Your patrons will thank you."

HOLLYWOOD REPORTER HAILS: "VERY BIG ONE"

"This will be one of the very Big Ones in box-office returns. Sock popular B.O. attraction with a great heart. One of the most absorbing pictures ever made."

M. P. DAILY SAYS: "IT WILL EARN A FORTUNE"

"Audience reaction rattled the rafters. It figures to earn a fortune."

THE N. Y. PRESS!

"Hard, biting movie—and a good one . . . these are real people. Paul Newman should jump to movie stardom with this role. First-rate!"

—WILLIAM K. ZINSSER, *Herald Tribune*

"Excellent! Genuine emotion . . . powerful. You'll find this picture extraordinarily appealing!"

—ARCHER WINSTEN, *Post*

"Tremendous crispness and pace!"

—BOSLEY CROWTHER, *Times*

"Amazing and heartening story . . . An effective human document . . . Well worth seeing!"

—WANDA HALE, *Daily News*

"Action . . . laughter and wit . . ."

—ALTON COOK, *World-Telegram*

"Immensely absorbing . . . remarkably realistic and compelling . . . believable at all times . . ."

—ROSE PELSWICK, *Journal-American*

"Sympathetic warmth that cannot be denied. Explosively funny humor. Take our advice. Go see it!"

—JUSTIN GILBERT, *Daily Mirror*

M-G-M presents "SOMEBODY UP THERE LIKES ME" starring PAUL NEWMAN • PIER ANGELI • with Everett Sloane • Eileen Heckart • and Sal Mineo • Screen Play by Ernest Lehman • Based on the Autobiography of Rocky Graziano
Written with Rowland Barber • Directed by Robert Wise • Produced by Charles Schnee

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INDUSTRY

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DOUBLE
SOCK...
ROCK...
and
THRILL
SHOW!

Together
on one
program!

What happens
to women
without
men?

Girls in Prison

starring
RICHARD DENNING
JOAN TAYLOR • ADELE JERGENS
LANCE FULLER

PLUS

YOUTH ON
THE
LOOSE!

HOT-ROD GIRL

starring
LORI NELSON
JOHN SMITH
CHUCK CONNORS

SEE: 1000 TRAPPED
WOMEN RIPPED FROM
THEIR STEEL CAGES
BY A SHATTERING
EARTHQUAKE!

SEE: TEEN-AGE
TERRORISTS... ON A
SPEED-CRAZY RAM-
PAGE... VIOLENT...
RECKLESS!

SEE: THE TRUE
STORY OF GIRLS
BEHIND BARS...
WITHOUT
MEN!

SEE: THE DEATH-
DEFYING "CHICKEN
RACE"... TEEN-AGE
RUSSIAN
ROULETTE!

DOUBLE
OUT -
OF -
THIS -
WORLD
HORROR
SHOW

IT CONQUERED THE WORLD

SEE:
Civilization destroyed
by the gruesome
"flying fingers"
of the monster!

SEE:
World conquered by
the horrible monster
from beyond the
stars!

STARRING
PETER GRAVES • BEVERLY GARLAND • LEE VAN CLEEF
AN AMERICAN INTERNATIONAL PICTURE • PRODUCED AND DIRECTED BY ROGER CORMAN

Reincarnated in the body of a thing from Hell!

SEE:
The terrifying
she creature who
lures men with
 unearthly
beauty!

SEE:
The startling
disclosures about
reincarnation
and age
regression!

THE SHE- CREATURE

CHESTER MORRIS • MARLA ENGLISH
TOM CONWAY • LANCE FULLER
CATHY DOWNS • RON RANDELL

A GOLDEN STATE PRODUCTION • PRODUCED BY ALEX GORDON • DIRECTED BY EDWARD • CAHN

WIDE RESULTS!



COMING THIS YEAR

"FLESH AND THE SPUR"

(WIDE VISION COLOR)



"Shake, Rattle and Rock!"

AND

RUNAWAY DAUGHTERS



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"HELL RAIDERS"



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American International



EXCHANGE!!!

Warners

(Continued from page 1)

estimated 600,000 shares of Warner Bros. Pictures Co. stock from Harry M. and Major Albert Warner, and members of their families.

Additional purchases by the group in the market and from other sources reportedly represent total holdings of more than 800,000 shares. Jack Warner reportedly retains more than 200,000 of his estimated 330,000 shares, making him the largest individual shareholder.

The new stockholders will meet with the Warner Bros. board of directors today, at which time Semenenko and David Baird, investment broker and member of the group, are scheduled to be elected to the board. The board then will elect officers, with Jack Warner to head the company succeeding H. M. Warner, and continuing as head of production; Ben Kalmenson to be named executive vice-president, a new post, and continuing as head of distribution, and Samuel Schneider, vice-president, to be elected treasurer also, succeeding Major Albert Warner.

Officials to Continue in Posts

Other major executives will continue in their posts.

The policy of the new group, it is emphasized, will be to operate the company as an active theatrical film producing and distributing company, as it has been heretofore. There is no intention to liquidate any assets helpful to that policy, it has been stated officially.

The new group plans to continue to increase its holdings and, as circumstances permit, will make offers for tenders of stock at prices comparable to those paid the Brothers Warner for their shares.

Sunday Film Ban Stays

ATLANTA, July 10—An effort by Darlington Theatres, Inc., Darlington, S. C., to have Sunday motion picture performances permitted by ordinance apparently has ended in failure. The local ministerial union had requested a delay of one month before the city council acted, and at a later meeting, no motion to lift the ban on Sunday films was made.

Warners To Make TV Commercials

From THE DAILY Bureau

HOLLYWOOD, July 10—Entry into the field of filmed television commercials has been announced by Warner Bros., which states that it will make available to advertisers and agencies the full technical resources of its motion picture studios, as well as the animated facilities of its cartoon division.

A new department has been set up in the Warner Bros. Television Division, the announcement revealed, and its further plans will be disclosed in the near future.

Heineman Tells of 'Trapeze' Cogley



M. P. DAILY PHOTO

TRAPEZE is doing what they (and the whole industry) hoped it would do. And then some. William J. Heineman, United Artists' distribution chief, announces the good news at yesterday's press conference. With him, his sales experts: Milton Cohen, east and south; James Velde, general sales; Al Fitter, west; and Bernard Kamber, Hecht-Lancaster Productions.

(Continued from page 1)

sales executives as James Velde, Milton Cohen, and Al Fitter, disclosed during a home office press conference that "Trapeze," during the June 28 to July 3 period, the first week of its U. S. and Canadian release, set an all-time theatre gross of \$4,112,500 and earned a film rental high of \$2,385,250.

The UA distribution executive said that in the first seven days of 405 domestic bookings, exclusive of pre-release engagements in New York, Chicago and Los Angeles, "Trapeze" grossed the "greatest total ever registered in that period by any motion picture in the history of the industry."

Holdovers Total 336

Heineman said further that the film registered 336 holdovers among the 405 dates, for 84 per cent extended playing time and that the CinemaScope production was moved over in 17 additional situations.

Heineman stated that the saturation in first-run and key towns had been bolstered by a national advertising and promotional campaign to coincide with the June 28 openings. He said that 500 CinemaScope prints, with optical sound, were on hand during the seven day opening period and that an additional 100 prints have been ordered.

Cites 'Pride and Passion'

The distribution official said that UA "has hopes of playing the picture off as fast as possible" and that the company would like to use this type of product distribution on other films. "We would like to do this on every picture, but we don't always have the same horse to ride," Heineman pointed out. He said that Stanley Kramer's "Pride and the Passion" would "lend itself to this type of saturation opening."

The industry veteran said that every theatre opened with "substantial business" with "Trapeze." "Every exhibi-

tor has made money and none have requested adjustments on their deals thus far," he stated. "Trapeze" was sold to theatres in first-run situations under 90-10 or 70-30-10 deals, he revealed.

Weak in New York

Heineman pointed out the engagement of the Hecht-Lancaster picture at the Capitol Theatre here was "the weakest run in the country." He stated he couldn't explain the reasons for his, adding that New York is a "tough town" to open a film in.

In reply to a question concerning the estimated gross of the film, Heineman said that based on the present facts and grosses, "Trapeze" should do \$10,000,000 domestically. He said that he feels the film will have 20,000 domestic playdates, including repeats.

Legion Puts 'Storm'

(Continued from page 1)

said: "The highly propagandistic nature of this controversial film (book burning, anti-communism, civil liberties) offers a warped, oversimplified and strongly emotional solution to a complex problem of American life. Its specious arguments tend seriously to be misleading and misrepresentative by reason of an inept and distorted presentation."

Ten in Class A

Placed in Class A, Section I, morally unobjectionable for general patronage, were "The First Traveling Saleslady," "The King and I," "Francis in the Haunted House," "Magnificent Roughnecks" and "Pardners."

In Class A, Section II, morally unobjectionable for adults, were "Black Sleep," "Rebel in Town," "Lust for Life," "Run for the Sun," and "Santiago."

In Class B, morally objectionable in part for all, were "Bandido," "He Laughed Last" and "Queen of Babylon."

(Continued from page 1)

people who, he felt, acted as "clearance men" for entertainers seeking jobs.

Cogley named James O'Neill, director of publications for the America Legion; columnist George Sokolsky; Jack Wren of Batten, Barton, Durstine and Osborne, and Arnold Forster, chief counsel of B'nai B'rith Anti-Defamation League. He said these men were ones who could give clearance to entertainers who had been accused of Communist affiliations and were seeking work in entertainment industries.

Columnist Frederick Woltman was frequently "consulted" on clearance problems, Cogley said. He also cited to the committee a letter to CBS by an attorney for Paul Robeson, the latter using the names of Roy Brewster and radio-tv consultant Vincent Harnett as other "clearance men."

Will Continue Today

The committee is investigating the background of the Fund report. It will hear additional witnesses tomorrow and Thursday.

Cogley told the committee he resented any implication that he was defending "anyone or Communism in general." He said he had merely tried to state the facts as he found them and did not attempt to express "approval or disapproval" of any blacklisting practices.

Under questioning as to why he had stated particular points in particular ways, Cogley declared "there were 600 ways to write this book . . . this book could have been written in many ways, but this is the way I wrote it."

Broccoli Optimistic

(Continued from page 1)

departure for London next week when he will resume filming of "Fire Down Below," Broccoli said the advent of CinemaScope and a huge exploitation program some five years ago brought the industry out of the doldrums and to a point where "it was stronger than ever."

Broccoli, who is in partnership with Irving Allen as owners of Warwick Film Productions Ltd. in London, said that "films by independent production firms certainly have bolstered the industry." But, he said, "they have to be able to produce the films at a reasonable cost."

"Undoubtedly, the trend is toward more independent productions."

M. P. Herald Story in Congressional Record

From THE DAILY Bureau

WASHINGTON, July 10—Sen. Karl Mundt (R., S.D.) today put in the Congressional Record the text of both the editorial and story in the June 30 issue of the Motion Picture Herald dealing with the Fund for the Republic's report on blacklisting.

alaban

(Continued from page 1)

ic places where sets are located
e certain programs.

laban declared that with product
as "The Rose Tattoo" and "The
ble With Harry" going into re-
now throughout Europe, Para-
at's gross this year "should equal
surpass 1955's figures."

Prints Expected Shortly

company president, in discuss-
"War and Peace," reported that
n a few weeks, three to four
prints will arrive in this country
London for initial U. S. screen-
"This picture is a great accom-
ment," he asserted.

laban disclosed that Paramount
entered into a multiple production
ement with DeLaurentiis "which
format based on story, stars and
He did not go into details on
dependent deal.

Paramount officer additionally
led that negotiations will shortly
unched "with a European elec-
es concern" for the launching of
ription television in a number
ountries. He said that Louis A.
ns, Telemeter executive will
ly go to Europe in regard to this.

Talked Sale of Theatres

laban said that he also discussed
ale of the seven British Para-
ut Theatres to the Rank Organi-
with British company execu-
talked of further participation
e Venice Film Festival by Ameri-
companies—a matter, he said,
has been referred to the for-
sales managers of the Motion
e Export Association—and visited
y with friends.

Closed-Circuit for Hotel Rooms

new-type television program serv-
utilizing the closed-circuit facili-
s of New York hotels equipped
tv master systems and receivers
nging to all guest rooms a wide
of information about Manhattan,
es to visit, sights to see; current
ations at motion picture and legi-
stage theatres, sports, night
and stands"—will be inau-
red in September by the Hotel
roadcasting Corporation here.
The corporation, headed by Will
It, will operate the closed-circuit
te tv stations in association with
el Closed-Circuit Television, Inc.,
iliate of Wells Television, Inc.,
ter and operator of master tv
ts and receivers in hotels
hroughout the United States.

According to the corporation, the
si concept for the tv program
ve in hotels was developed by
It, who resigned June 15 from
ational Telemeter Corporation
Is Angeles, a subsidiary of Para-
ut Pictures, where he had served
administrative assistant and as
nal manager of the Ampli-Vision
vision, to become President of the
ot TV firm.

One Man's TV Views

By Pinky Herman

THANX to CBS research, we've been given some facts and figures
pertaining to the amazing growth of tv. In 10 years 35,000,000
U. S. families have purchased tv receivers, thus setting a record un-
paralleled in America industrial history. It took telephone service 80
years; the electric washer, 47 years; electric wiring, 62 years; the auto-
mobile, 49 years, and radio, 25 years to have landed in 35,000,000
homes. . . . Paul King, of K-T Productions, is seeking old or new radio
or tv scripts. Contact Kay Anders at 250 W. 57th St. (end of free ad.)
. . . 20th Century-Fox has pacted the Four Lads to sing in "Bus Stop,"
starring Marilyn Monroe. . . . ABCorrespondent John Edwards, covering
the Eisenhower-Gettysburg front, rates a salute for foresight and enter-
prise. While waiting with his contemporaries outside the meeting hall
at Gettysburg College, where President Eisenhower and Republican big-
wigs were holding their all-important meeting, Edwards arranged with
one of the secretaries to hold open a telephone wire direct to ABC in
New York. No sooner did Senator Knowland emerge from the meet
with the announcement that "President Eisenhower would be a candi-
date for a second term," than Edwards phoned his beat and the news
was carried over the ABCchain at 11:02 A.M.



Had lunch last Friday at Toots Shor's with Sonny Fox and we frankly
were amazed at the youthful quizmaster's general savvy. A native of
Brooklyn, Sonny, after spending a year or so with Allen Funt as assistant
director and writer on the "Candid Camera" series, Sonny journeyed westward and became an an-
nouncer-narrator-host on a radio station in St. Louis, Mo. Less than two years ago, he was brought to
New York to emcee the "Let's Take a Trip" CBS show. When the producers of the "CBSixty-Four Thousand
Dollar Challenges" TV'er sought an emcee for this quizzer, they wisely selected Sonny, who, in our
opinion, not only knows the answers he reads, but likewise knows the answers to many other things
and with his youth, good looks, sincerity and delivery, is a good bet to reach and remain at the top.
. . . Ed & Pegeen Fitzgerald will pinch-hit for vaca-
tioning Tex & Jinx on the "Peacock Alley" radio stint from Hotel Wal-
dorf-Astoria over WRCA starting Monday. Incidentally Ed & Pegeen
will guest on the program (11:00 P.M.-12:30 A.M.) Friday July 13 and
strangely enough ever since they started in radio the Fitzgeralds have
signed all their contracts on Friday the 13th.



Sonny Fox



"The Jack Benny Show" tv series will resume its alternating sked with
"Private Secretary," CBSundays as of Sept. 23. (7:30-8:00 P.M. EDT).
. . . A new optical printer (only one of its kind in the world) that does
everything but talk, has been installed by K & W Film Service. This
wonder machine prints 35mm film from 16mm, and vice versa, and is
robot-like in its precision and accuracy in editing, counting and skip-
ping desired numbers of film frames. Dissolves or fade-ins, paced by
set controls, never vary in speed and this new bench, together with a
third animation stand which is completely motorized, makes K&W one
of the largest and most completely modern optical film service in the
East. . . . Announcer Don Morrow turning in a jam-dandy series of
warm-ups for the "Vic Damone Show." . . .



Allen Swift, who is often referred to as "the man with a thousand
voices," has revealed still another talent. He's just sold a one-hour origi-
nal script to NBC which will be seen soon on "Matinee Theatre." . . .
ABCcommencing Monday Donald Woods will be the new host on the
"Afternoon Film Festival" (Mon. thru Friday—3:00-5:00 P.M.) and on
"Famous Film Festival" (Sundays—7:30-9:00 P.M.) starting July 22, Don's
career in motion pictures and tv during which he appeared with hundreds
of stars and featured players, makes him a perfect figure for these tele-
film programs. . . . Mel Allen will star in and narrate a film short, "Time
Out," for the Muscular Dystrophy Ass'n. of America, produced by Fordel
Films for MDAA and slated for national release in the fall.

RKO Hailed In 'Newsweek'

The transformation of RKO studios,
from what is called Howard Hughes'
onetime "white elephant," to "a bell-
weather of its industry almost over-
night," under the reign of Thomas F.
O'Neil, is described in a four-page
story in the July 16 issue of News-
week out today.

Much emphasis is given to the new
operational techniques of O'Neil,
president of RKO Teleradio Pictures,
Inc., the General Tire and Rubber Co.
subsidiary, who claims "our goal is
to become a sort of General Motors
of entertainment."

O'Neil's entry into the entertain-
ment field, Newsweek reports, dated
back to 1947 when, then an executive
with General Tire, he took an interest
in one of the firm's radio investments,
Boston's station WNAC. On his en-
tertainment expansion, O'Neil com-
mented, "the problems are the same
but it's a lot more fun when you're
worrying about dames and comedians
than it is when you're worrying about
the cap tax on some chemicals."

Debt Recouped in 6 Months

The magazine report added, "O'Neil
justified such confidence when he bor-
rowed \$25,000,000 to buy RKO last
year. Less than six months later, he
had, in effect, recouped the entire
debt." He sold 600 RKO films to a
tv distributing firm for \$12,000,000
plus an option to buy 150 more for
\$3,000,000.

Newsweek quotes O'Neil, who has
confidence in the unlimited potentials
of the film market, as saying "if vaude-
ville comes back, we'll probably get
in that, too."

Miller Reelected

(Continued from page 1)

about two months ago but was de-
layed by circumstances, was made by
the board of directors meeting in Kan-
sas City.

Miller will be heading the organ-
ization for the fourth time, having
been thrice named by the board.

Conforming to a recent change in
the group's by-laws, two vice-pres-
idents, one from Kansas and one from
Missouri, were chosen. Ronald Means,
owner of the Oak Park Theatre in
Kansas City, was named to represent
Missouri and Ben Adams of El Dorado
was elected as the Kansas official.

William Bradfield of Carthage, Mo.,
was selected treasurer and Komp Jar-
rett of Nevada, Mo., secretary.

Miller is the representative to the
National Allied Independent organ-
ization and Jay Wooten, Hutchinson,
Kan., is alternate.

"BULL FIGHT" "THE WHITE SHEIK"

ADDRESS ALL INQUIRIES TO—
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National Pre-Selling

"STOLEN: One Locomotive" is the title of a review on Walt Disney's "The Great Locomotive Chase," appearing in the July 9 issue of "Life."

"Life's" reviewer says, "The backbone of every adventure movie is a cracking good chase, so Walt Disney had the right idea when he set out to film one of the classic pursuits of United States history. 'The Great Locomotive Chase' is based on a Civil War incident in 1862 when a party of 22 Union spies, lead by a civilian, swiped a train from under the noses of Confederate troops in Georgia."

A striking full-page ad on "High Society" appears in the July 14 issue of "The Saturday Evening Post."

The "Moby Dick" review in the July 24 issue of "Look" leads off with Gregory Peck's order to his crew, "All you mast-headers, now hear me! You are to look for a white whale, a whale as white and big as a mountain of snow." The reviewer goes on to say, "The bitterness with which Gregory Peck utters the words as 'Ahab' in John Huston's production of 'Moby Dick' keynotes a film that has a passion beyond any other yet produced by this master director." Gregory Peck and his wife are on the color cover of this issue, and a pictorial and text story of his family precedes the review of "Moby Dick."

Paul Newman, who plays Rocky Graziano in "Somebody Up There Likes Me," was interviewed by Sara Salzer, west coast editor of "Seventeen," for her column, "The Hollywood Scenc," appearing in the July issue.

Paul Newman always strives to really be the character he is portraying.

Sara tells how Newman "moved into Rocky Graziano's home, stayed several weeks. He shadowed Rocky constantly until he was able to re-create the fighter's personality with a single step, a word, a gesture."

"Lust for Life," the story of artist Vincent Van Gogh, is advertised on the table of contents page of the July issue of "Woman's Home Companion."

Judy Holliday, star of "Solid Gold Cadillac," went to dinner with Louis Berg, "This Week" movie editor, and he tells about it in the issue of July 15. According to Berg, Judy has a golden appetite that is not easily appeased. To prove his point, Berg has run a number of photos showing Judy as a gourmet.

"Somebody Up There Likes Me" is the recipient of a substantial plug in the July 20 issue of "Collier's." Two double-page spreads are devoted to the story of Rocky Graziano's life that is now being shown on Broadway at Loew's Statc.

WALTER HAAS

Presenting the Humanitarian Award



SIR WINSTON CHURCHILL receives award. London's Variety men give to the man who for so long represented The West, his International Variety Humanitarian Award. C. J. Latta, London Tent 36 past chief barker, did the honors. In array above, at Mr. Churchill's residence, chief barker Nat Cohen, Latta, Sir Winston, Sir Tom O'Brien, and Major Huskisson. First Briton given the award was Sir Alexander Fleming, discoverer of penicillin.

'57 Tax Cut

(Continued from page 1)

to consider further admissions tax relief, but when the full committee started going over legislation to carry out the subcommittee recommendations, Chairman Cooper (D., Tenn.) ruled out of order amendments for admissions tax relief or other excise tax changes. He held that the subcommittee's jurisdiction had been confined to technical changes, and not rate changes.

Lateness Acknowledged

Yesterday, the committee officially acknowledged that it was too late in the session to get action on the Forand Technical Excise Tax Bill, and ordered Forand to introduce a bill shortly, to be available for business and public comment between now and next January.

Today, however, the full Ways and Means Committee formally revived the subcommittee, and broadened its jurisdiction to include questions of rate changes. The subcommittee may hold hearings this fall on rate matters, and then submit recommendations on rate changes to the full committee early next year.

Obviously, in view of its recommendations this spring, when its jurisdiction didn't even include rate matters, the subcommittee will be favorably disposed to recommending some additional admissions tax relief.

Voting Has Started

The full committee started voting today on individual bills proposed by committee members, but didn't reach any move for admissions tax cuts.

The committee approved two other special subcommittee investigations today. One, proposed by Rep. Mills (D., Ark.), will make a top-to-bottom study of the operations and effects of all U. S. tax laws.

The other, sponsored by Rep. Boggs (D., La.), would make a thorough investigation of U. S. tariff and customs policies.

Drug Industry

(Continued from page 1)

countered in administering the potent drug.

The reactions of drug industry executives, who saw the film at a preview last week, were described in an article in yesterday's "New York Herald Tribune." It was felt by these men that the mental aberrations induced when the picture's central character (a sufferer from a fatal disease known as periarthritis nodosa) ignores his doctor's orders and gulps down more cortisone tablets than his prescription has called for, "are likely to produce horror enough in the average audience to make a lasting impression."

One of the executives attending was Dr. Edward Henderson, of the Schering Corp., a maker of cortisone drugs, who said the film "has the positive result of showing what comes of not doing as the doctor tells you." He said that liberties had been taken in reflecting the normal doctor-patient relationship and more adequate warning would ordinarily have been given by the doctor in such cases.

The experiences suffered by the protagonist in the film which are "psychotic reactions" were described by Dr. Henderson as a "rare complication when patients are given a reasonable therapeutic dose."

Credit Cards

(Continued from page 1)

met at the office of Charles Reagan, M-G-M vice-president in charge of sales, with a representative of a industry survey organization.

It is understood that Gehring's subcommittee, supported by exhibitors from the Indianapolis-Marion County area, had retained an industry research group for the survey which is expected to take a number of weeks.

Gehring, a short time ago, said that once the survey of the public's reaction is completed, the credit card would be put into effect within the ensuing six to eight week period.

PEOPLE

J. Cheever Cowdin, industry executive who was chairman of Universal Pictures from 1936 to 1949, joined Cady, Roberts & Co., New York brokerage firm.

Samuel Goldwyn, who will arrive Paris today, will be guest of honor at a dinner tendered him by "Cinéma" and "Le Film Francais," which he will be awarded the "Croix du Cinema Francais," the French equivalent of the American Academy of Arts and Sciences "Oscar." Prominent figures of the industry in France will attend.

Malvin Warshaw, formerly manager of various theatres for United Paramount, has been named director of the educational division of Artists Producers Associates.

Ralph Budd, director of personnel for Warner Brothers, today will deliver for the 50th time his lecture "What Is a Motion Picture." He will speak at the luncheon of the Kiwanis Club, at the Van Curler Hotel, Seaside.

Bolivar Hyde, who has been active in the theatre business of Florida for the past 33 years, has resigned as general manager of the Talgar circuit to accept the post of executive director of the central and south Florida flood control district. He will move his headquarters at West Palm Beach.

William H. Kelley, vice-president and general manager of consumer products for Allen B. Du Mont Laboratories, Inc., will become president of Kelco Corp., of Summit, N. J., at year-end completion of his current contract, according to plans announced jointly with David Schultz, Du Mont president. Kelley's former duties have been assigned to Francis P. Rice, manager of the television receiver division, and Alfred Bentley, manager of the cathode-ray tube division, who will report directly to the president.

'Reef' Due At Baronet

The world premiere of "Secrets of the Reef," a feature length nature adventure in Eastman color by Butcherfield and Wolf Productions, has been set for July 23 at the Baronet Theatre. It is the first presentation of Mar Studios, of Marineland, Fla., and narrated by Joseph Julian. The film depicts the events in the lives of the inhabitants of a coral reef.

Sheridan Drive-In Reopens

BUFFALO, July 10—The new Sheridan drive-in on Sheridan Drive, near the Grand Island Bridge, has reopened. It accommodates 1,600 cars and has one of the largest screens in the state. The Sheridan is owned by Irving Cohen and Harry Seeberg and is managed by Sid Cohen.

Appointed Name Grainger Gen. Manager For Crescent

takes over Post with
5-Theatre Circuit

Special to THE DAILY
NASHVILLE, July 11—Edmund C. Grainger, widely known circuit and distribution executive, today was appointed general manager of the Crescent Amusement Co. with headquarters in this city.



Crescent operates approximately 75 theatres in Tennessee, Kentucky and Alabama. Its former general manager in charge of theatre operations is C. R. McCown of this city. Grainger, who takes over his new post immediately, and will establish (Continued on page 5)

Sokolsky Says 300 Were 'Rehabilitated'

By J. A. OTTEN
WASHINGTON, July 11—Columnist George E. Sokolsky told the House Un-American Activities Committee today some 300 men and women once suspected of Communist affiliation have been "rehabilitated" and are today working in the motion picture industry.

He submitted a statement to the committee in connection with the (Continued on page 4)

MPEAA To Resume Spanish Film Talks

Negotiations between the Spanish government and the MPEAA regarding a film agreement will be resumed shortly, it was disclosed yesterday by Griffith Johnson, MPEAA vice-president. The Spanish government last (Continued on page 5)

New Warner Management Pledges Increased Activity

Fabian Denies Sale Rumors

A denial of rumors that he is considering plans for disposal of Stanley Warner theatres and the company's Cinerama operations was issued yesterday by S. H. Fabian, president of Stanley Warner Corp.

"There is no truth in these yarns," Fabian said. "My confidence in the future of theatre business hasn't changed. I have no intention of selling Stanley Warner theatres."

"Certainly I'm interested in production. Our theatres—all theatres—live from motion picture production. Like every other exhibitor I am very much concerned about the shortage of product that now exists. I am still hopeful that the present production companies can furnish us our needs."

"As for Cinerama, last week our (Continued on page 4)

Semenenko - Allen Investors Formally Acquire Working Control of Company; Executive Staff Is Reorganized

By LESTER DINOFF

The world-wide facilities of Warner Brothers Pictures, Inc. "will wholeheartedly be turned toward the providing a constant supply of important and challenging motion picture product for the U. S. and world market,"

Warner Highlights

¶The Warner Brothers board of directors elected Jack L. Warner president; Benjamin Kalmenson executive vice-president, and Samuel Schneider vice-president, treasurer and assistant to the president.

¶Jack L. Warner expressed optimism for the company and for the industry and said the company would continue to acquire important story properties and talent and to provide quality motion picture product.

Jack L. Warner, newly-elected president of Warner Brothers Pictures, Inc., announced here yesterday following an organizing meeting of the new board of directors.

Serge Semenenko, senior vice-president and a director of the First National Bank of Boston, head of the purchasing group, paid approximately \$18,000,000, or \$30 per share, for an estimated 600,000 shares of the company owned by Harry M. and Albert Warner and members of their families in a transaction concluded on Tuesday and reported exclusively in MOTION PICTURE DAILY yesterday.

Other Appointments Expected

The directors yesterday elected Jack L. Warner, president, Benjamin Kalmenson, executive vice-president and Samuel Schneider, assistant to the president and treasurer. It is understood that other executive appointments will be announced soon.

The new president, who retains substantial holdings in the company which he and his brothers founded, also be- (Continued on page 4)

Management of the New Warners

The new management of Warner Brothers Pictures, headed by newly-elected president Jack L. Warner, has long been active in the industry.

Warner, along with his brothers Albert, Harry and Samuel, who died in 1927, entered the motion picture industry in 1905 when they operated a 90-seat theatre in Newcastle, Pa. He started his show business career as a minstrel show singer in 1903.

Semenenko, senior vice-president and a director of the First National Bank of Boston, has been actively interested in the motion picture industry for more than 20 years. He has participated in the financing and reorganizing of such motion picture companies as Paramount Pictures, Loew's (Cont. on P. 5)



Jack L. Warner



Ben Kalmenson



Samuel Schneider



Serge Semenenko



Charles Allen

No Intent to Attack Drug Industry: Mason

A statement to the effect that he "had no intention of attacking the drug industry" in making the 20th Century-Fox film, "Bigger Than Life," was issued yesterday by James Mason, its producer and star. The picture has come under the fire of executives of the drug industry as mis-representing the use and effects of the "miracle drug" cortisone in some respects.

Mason said that "Bigger Than Life" is "based on an actual true case history with complete documentation. What I have done is to attempt to (Continued on page 5)

PERSONAL MENTION

F. E. HUTCHINSON, managing director of Paramount Film Service, Ltd., and Mrs. HUTCHINSON will return to England today aboard the "Queen Elizabeth."

WILLIAM DOZIER, RKO Radio vice-president in charge of production, will leave Hollywood on Saturday for New York.

GEORGE A. MANOS, president of Manos Amusement Co., Toronto, Ohio, has entered Coshocton Memorial Hospital following a heart attack.

HERMAN TEMPLE, industry consultant on copy and art, will leave New York today for Europe.

JEAN GOLDWURM, president of Times Film Corp., and Mrs. GOLDWURM will sail from New York for Europe today aboard the "Queen Elizabeth."

WILLIAM J. GELL, president of Monarch Film Corp., Ltd., will return to London on Sunday from New York via B.O.A.C.

BEULAH ZACHARY, television film producer, will leave New York today for London via B.O.A.C.

Monopoly Charged in P.R.

SAN JUAN, P.R., July 11—A charge that distributors of major films, including both Hollywood and Mexican companies here were exercising monopolistic practices has been filed in Federal Court by Pedro Armenteros, an independent theatre operator. He asked \$600,000 damages and a court order restraining the distributors from entering agreements which he said give preferential treatment to circuit theatres.

Columbia Dividend

Columbia Pictures Corporation has announced that the Board of Directors at a meeting Tuesday declared a quarterly dividend of \$1.06½ per share on the \$4.25 cumulative preferred stock of the company, payable on Aug. 15 to stockholders of record Aug. 1, 1956.

New 'Francis' to Palace

"Francis in the Haunted House," seventh and latest in the Universal-International comedy series dealing with the well-known talking mule, will open Friday, July 20, at the RKO Palace Theatre here. Mickey Rooney heads the cast of the film.

Outline Fox Drive Today

From THE DAILY Bureau

CHICAGO, July 11—A "World Showmanship Drive," marking the first joint sales drive conducted by 20th Century - Fox's domestic and international distribution organizations, will be outlined tomorrow by Alex Harrison, general sales manager, at a two-day meeting of the Mid-West and Central sales districts.



Alex Harrison

The conclave, for which Harrison and C. Glenn Norris, Central Canadian division manager, flew to Chicago, was the first of a series of divisional parleys in the next few weeks implementing the global program which will cover the third and fourth quarters of this year.

At the parley Harrison will describe the objectives of the 26-week showmanship drive, which will be subdivided into two 13-week periods, and the array of "top-notch" product.

Harrison will discuss possibilities of the sales organization to earn bonuses and special prizes being offered by president Spyros P. Skouras.

District managers T. O. McCleaster, Central, and M. A. Levy, Mid-West, will head delegations of branch managers, salesmen and other exchange personnel from their respective areas at the parley. Central district branch managers to attend are: Tom R. Gilliam, Chicago; Robert L. Conn, assistant manager, Chicago; Robert C. McNabb, Cincinnati; I. J. Schmertz, Cleveland; Joe J. Lee, Detroit; and Ray Schmertz, Indianapolis.

Mid-West District branch managers to attend include David S. Gold, Des Moines; Joseph R. Neger, Kansas City; Jack H. Lorentz, Milwaukee; Saul Malisow, Minneapolis; George Regan, Omaha; and William C. Gehring Jr., St. Louis.

Theatre Business on Upswing in Mexico; Expect 19 New Houses Built This Year

Special to THE DAILY

MEXICO CITY, July 11—Four new theatres are to be constructed in this city, and 15 in other cities by the end of 1956—in keeping with the general upswing of business throughout the country. The four here will increase to 141 the number of theatres in this city, which is expected to have a population of 4,100,000 by December 31.

The principal builders in the provinces are circuits headed by Gen. Abelardo L. Rodriguez, ex-president of Mexico, Gabriel Alarcon and Manuel Espinosa Iglesias. Alarcon has just bought the historic bullfight ring in Puebla City, capital of Puebla State, which adjoins here. It is said that he may also convert it into a theatre.

New Tax Threat Looms in Detroit

Special to THE DAILY

DETROIT, July 11—A new threat to the existence of small-capacity theatres and those with limited operating capital has arisen here in the form of an attempt to institute a tax based on tonnage capacity of air conditioning systems by this city's Water Board. The city is currently undergoing a water shortage.

The object of the proposed tax, it is said, is to force theatres to install water re-circulating systems. Should the tax go through it is likely that many "periphery" operators will wish neither to pay the tax nor to spend the required \$10,000 for the re-circulating systems.

A committee appointed by Allied Theatres of Michigan has appeared before a representative of the Water Board and has prepared a petition on the value of theatres to the community. It is feared that if Detroit puts the tax bill through it will spread to other Michigan cities, closing some theatres for the summer—and possibly permanently.

Ulric Bell Assigned As Screenwriter for 20th

Ulric Bell, assistant to 20th Century-Fox president Spyros P. Skouras for the past few years, has been assigned as a screenwriter for the film company.

Bell, who will still handle special assignments for Skouras, will devote most of his time to screenwriting. He will continue to have his headquarters here.

Victor Hansen's Anti-Trust Appointment Confirmed

WASHINGTON, July 11—The Senate confirmed today the nomination of Victor R. Hansen to head the Justice Department's anti-trust division.

Hansen, a former judge of the Los Angeles Superior Court, succeeds Stanley N. Barnes, who has been sworn in as a Justice of the Ninth Circuit Court of Appeals.

... NEWS ROUNDUP

Arthur Mayer in Washington

Arthur L. Mayer, special promotion consultant for Paramount Pictures on "War and Peace," will appear Friday in Washington, D. C., on two separate tv programs, a radio show, at a Lions Club luncheon, and at a conference with the drama editors of the "Washington Post-Times Herald" and the "Washington Star." He will discuss developments in the motion picture industry in addition to the new film.

Amalgamated London Office

Amalgamated Productions, Inc., New York, has opened an office in London under the supervision of Nat Miller, producer of several recent British films, and a veteran of film production, distribution and exhibition. Richard Gordon, Amalgamated president, recently returned from London, where he supervised completion of the company's first picture.

Large Marquee in Chicago

Balaban and Katz' United Artists Theatre in Chicago is to have a new marquee, described as the "nation's largest," to be completed by September.

Republic Exchange Change

Following the closing of Republic Pictures' offices in Portland, Oreg., their product will now be handed in the Pacific Northwest from their offices in Seattle.

CBS to Discontinue Making Radio-TV Sets

The CBS Board of Directors decided to discontinue the sale and manufacture of radio and tv sets through CBS-Columbia, the radio and tv receiver manufacturing division of CBS, it was announced at the close of its monthly meeting yesterday by William S. Paley, chairman, and Frank Stanton, president.

"This decision in no way affects the future of the other CBS manufacturing divisions or its research laboratory," they said. "CBS will continue to expand the activities of Columbia Records (the CBS record and phonograph manufacturing division), CBS-Hytron (the tube and semi-conductor manufacturing division), and CBS Laboratories (the research and development division of the company)."

In a Letter

British Tax
Said Closing
Small Houses

By PETER BURNUP

LONDON, July 7 (By Air Mail)—The plight in which hundreds of small exhibitors throughout Britain find themselves as a result of their inability to secure relief from the entertainment tax was graphically expressed in a letter printed this morning in Lord Beaverbrook's "The Daily Express."

The letter, which is from John G. J. Stables, Majestic Cinema, Mapperley, Nottingham, read:

"Recently I was glad to read in your paper a slight protest over entertainment duty affecting small cinemas, of which hundreds are now being forced to close down through over-systematic taxation."

Now 'In the Red'

(He then listed some figures for comparison: In 1953 profits were 52 pounds, 8 shillings, 1 pence; tax was 2,589 pounds, 17 shillings, 4 pence. In 1956 he said admission was down 3 per cent and he was "in the red" after tax.)

The letter continued:

"For working seven days a week, many, many hours a day, the only profit I have by the way of salary has been £300-£400 (\$840 to \$1,120) on sale of ice-cream and chocolates.

"After ten years of paying nearly £3,000 (\$8,400) a year in tax I am trying to sell this modern cinema, 25 years old, for any industrial purpose. Our 10,000-12,000 local inhabitants, who for a quarter of a century have had pleasant, clean entertainment will now go without.

Calls Condition National

"Tax has closed four cinemas in Nottingham—Bulwell Palace, Boulevard, Queens and Cosy, Netherfield. More will follow, and this is going on all round the country.

"Last week I showed 'A Town Like Alice' and after 2,256 admissions the result was another loss in the week. Look who gets what.

(Stables then wrote that he had a loss of over 5 pounds (\$14) from the picture's booking after deducting rental and expenses.)

Wants Relief 'Now'

"I feel a national paper such as yours could force the government to review tax now for small cinemas and legitimate theatres and not wait until the next Budget. . . . Middle classes today are being hounded to death by the ever-rising cost of living, and they will turn and bite at the next election (as at Tonbridge), and then it will be too late to save the country."

Youngster Stops Show
On First Theatre Trip

Special to THE DAILY

PORTLAND, Ore., July 11—It was a big event for a youngster when he was taken to a theatre for the first time to see "Song of the South" at J. J. Parker's Broadway Theatre. How he stopped the show was reported in the local "Oregon Journal."

"During a quiet moment," it related, "he called in a loud, clear voice: 'Mom, when is the commercial? I have to go to the bathroom.'"

See UHF As Aid to
Competition in TV

From THE DAILY Bureau

WASHINGTON, July 11—Federal Communications Commission Chairman McConaughy said today he felt fuller utilization of UHF frequencies would cut the power of NBC and CBS in the broadcasting field.

Testifying before a House Judiciary Subcommittee studying alleged monopoly in tv broadcasting, McConaughy noted that CBS and NBC no longer dominate the radio field, as they did some 15 years ago. That's because there are so many radio stations now, he said.

"That's why we're trying to utilize the UHF," he continued. "Natural competitive forces in this country solved the radio problem, and I think if we can utilize UHF, the same thing will happen in tv. If we get into the UHF, you'll find not three but many networks."

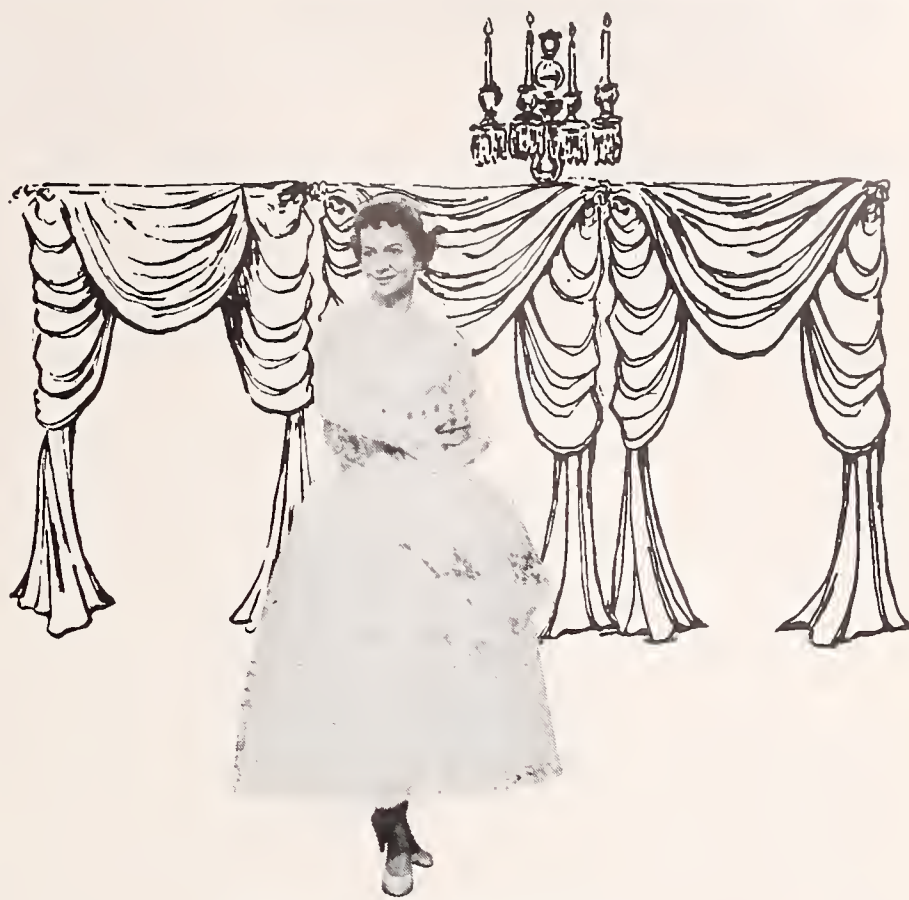
Celler Sees 'Huge Profits'

Subcommittee Chairman Celler (D., N. Y.) read figures on the 1955 profits before taxes of CBS, NBC and their wholly-owned stations. He said these profits amounted to a return on investment before taxes, of anywhere from 130 per cent to 229 per cent. He asked whether the commission didn't "insulate these stations from competition" by not granting other channels in the area, and whether the commission shouldn't concern itself with "these huge profits."

FCC General Counsel Warren E. Baker said the FCC had no authority to control rates of broadcasting companies, and that Congress had specifically ruled that broadcasting should not be treated as a public utility but rather as a free competitive industry. If Congress wants the commission to do something about profits, he said, it must change the law.

Junket for 'Night' Bow

The United States Marine Corps and Allied Artists will join forces on July 25 to launch the world premiere of "Hold Back The Night," starring John Payne and Mona Freeman and telling of an episode in the Korean campaign, at Camp Pendleton, Calif. More than 200 film luminaries, members of the Hollywood press corps and studio executives will be transported by chartered train for the premiere.



Get set, Mr. Exhibitor—

IT's the FRESHEST COMEDY IN YEARS!

seventeen's

Picture-of-the-month selection for August

The Ambassador's Daughter

Olivia de Havilland

John Forsythe

Myrna Loy

Adolph Menjou



Co-starring

Tommy Noonan Francis Lederer

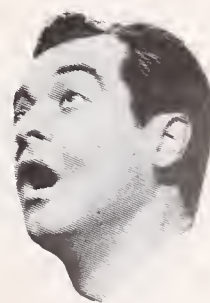
Edward Arnold Minor Watson

Written, Produced and Directed by Norman Krasna

In CinemaScope Print by Technicolor

Released through United Artists

SEVENTEEN Magazine, entertainment guide for America's top movie-goers . . . the young women under 20, creates a lineup at your boxoffice on SEVENTEEN's film-fare say-so!



TENT TALK

Variety Club News

CHICAGO—The annual outing and golf tournament of the Variety Club of Illinois will be held on Aug. 24 at the Elmhurst Country Club, Elmhurst. Harry Balaban is chairman of the event.

△

GRAND RAPIDS, Mich.—The annual outing of the Variety Club of Grand Rapids will take place next Tuesday at the Greenridge Country Club. The afternoon will be taken up by the club's golf tournament.

△

MINNEAPOLIS — Appointment of Walter Rasehiek, former associate editor of "Holiday" magazine, as executive secretary of Variety Club of the Northwest was announced here by Charles Winchell, first assistant chief barker, who is presiding in the absence of Sam Heller, who is in Europe.

△

CLEVELAND—Marshall Fine, Variety Club chief barker has disclosed that negotiations are being completed to move the club's headquarters from the Hollenden Hotel to the Tudor Arms Hotel.

Sokolsky Says

(Continued from page 1)

group's current investigation of the Fund for the Republic's report on blacklisting in the entertainment field.

Sokolsky said he had interested himself in the problem because motion picture production was controlled by a few companies and he therefore felt it possible to do "a constructive job." He said he early became convinced that the solution to the fight against Communists in Hollywood "was not in blacklists or boycotts but in rehabilitation" and that this conviction was strengthened after conversations with Columbia Pictures' vice president Nate Spingold, who asked him how a person accused of Communism could go about clearing himself.

Each person who wanted to clear himself was urged to communicate by letter with his employer or former employer, stating all the facts, Sokolsky continued. "My rough estimate runs about 300 men and women who are today working in the motion picture industry who could not work before because of the record they had established of Communist or pseudo-Communist associations," he wrote. "Rather than being a blacklisting effort, this was an effort in rehabilitation."

Sokolsky said that generally speaking he felt the Fund report suffered from "inadequate research, from either an unwillingness or an inability to get all the facts, from a double standard of morals."

Arnold Forster, general counsel of

REVIEW:

Seven Men from Now

Warner Bros.-Batjac

HOLLYWOOD, JULY 11

You've GOT to go back to the late William S. Hart, greatest of the motion picture West's strong, silent men, for a full precedent with which to compare this story and its star, Randolph Scott. (And if anybody knows a better precedent to go back to, in the matter of box office success, the industry at large has good use for it today.)

Like many of the unforgettable Hart hits, the ones that played repeat engagement after repeat engagement throughout this nation and most others, "Seven Men from Now" is a story of man stalking man, motivated by revenge and undisposed to settle for any satisfaction short of death. And like all of the Hart heroes, Randolph Scott is a stern, unsmiling, straight-shooting avenger who makes no apology for killing his men. This revenge-type story has a good deal to be said against it, by and large, but nobody ever has succeeded in proving it unpopular dollar-wise. "Seven Men from Now" figures to be a money-maker on all counts.

The period of the story and screenplay by Burt Kennedy is mid-19th century, and the scene is in and about a settlement called Silver Springs. Scott portrays a former sheriff of the town, voted out of office but still operating on the side of the law, whose wife has been killed in a Wells Fargo holdup staged by seven men. These are the seven men of the title, and Scott is out to catch up with and kill all seven of them.

In the course of his quest he encounters a number of surprises, including a young woman played by Gail Russell, and outdraws a considerable number of unlawful citizens fatally. There are other killings than his, quite numerous others in fact, and all of them are well staged and dramatically interesting. When the seven men and sundry others are dead, Scott and Miss Russell are in a fair way to get married in the predictable future and set themselves up in a little gray home in the Warner-Colored West.

Lee Marvin, as deadly a Western badman as Randolph Scott, Bill Hart, Broncho Billy, Tom Mix or even the Lone Ranger ever shot it out with, is outstanding in a supporting cast that includes Don Barry, Fred Graham, John Barradino, John Phillips and many more.

The picture was produced by Andrew V. McLaglen and Robert E. Morrison, manifestly close students of box office values, and it was directed forcefully by the always showmanly Budd Boetticher.

Running time, 78 minutes. General classification. Release date, Aug. 4.

WILLIAM R. WEAVER

Two Washington Towns Without Indoor Theatres

CENTRALIA, WASH., July 11—Both this town and Chehalis, in the central part of the state, are now without motion picture theatres, following the sudden closing of the Fox Theatre here.

Ron Gamble, who has managed the Fox, and the Liberty Theatres here, in addition to the Chehalis Theatre, will now continue to operate a drive-in between the two towns. He said that the indoor theatres may be reopened on weekends in the fall.

the B'nai B'rith Anti-Defamation League, told the subcommittee it was a "dreadful thing" for the entertainment industry to blacklist performers accused of Communist associations without giving them a hearing. When Chairman Walter (D., Pa.) said he did not think there was any blacklist, Forster insisted there was one even if it wasn't a formal piece of paper.

James O'Neill, former national commander of the American Legion, denied the Legion blacklisted entertainers but said he had no apologies to make for the Legion's efforts to keep Communists out of entertainment jobs.

Fabian Denies

(Continued from page 1)

theatre gross reached the highest figure since we have been in the Cinerama business. We are working to expand Cinerama theatres, to improve Cinerama technically and plans are under way for more productions which will maintain its supremacy."

PCC Forwards \$637,250 To 17 Organizations

HOLLYWOOD, July 11—The Permanent Charities Committee has mailed checks aggregating \$637,250 to 17 major health and welfare organizations which share its collections. This is the largest half-year disbursement in PCC history.

SPG to Conduct Panel On Television July 31

HOLLYWOOD, July 11 — The Screen Producers Guild will conduct a panel on "Producer Position Regarding Television as a source of New Stars and Stories" at a round-table meeting with the press on July 30. The meeting is scheduled to be held at the Brown Derby.

WB Pledge

(Continued from page 1)

comes chairman of the board of directors of Warner Brothers Pictures Inc. Harry M. and Albert Warner will continue on the board of directors to which Semenenko, Charles Allen Jr., and Kalmenson have been added.

Other directors of the company are Samuel Carlisle, controller and assistant treasurer, Stanleigh P. Friedlman, vice-president; Robert W. Perkins, vice-president, secretary and general counsel; Schneider, and Waddill Catchings, a partner in Radio Program Products Co.

Jack Warner, who continues as head of production, announced that all of

With the announcement that Benjamin Kalmenson, vice-president in charge of sales, has been named executive vice-president of Warner Brothers Pictures, Inc., unconfirmed reports heard yesterday were that the film company would select its next sales head from within its own ranks and those most prominently mentioned for the post were Roy W. Haines, Western sales manager, and Jules Lapidus, Eastern and Canadian sales manager.

the world-wide facilities of the company, and its subsidiaries, will be "directed more vigorously to the acquisition of the most important story properties, talents, and to the production of the finest motion pictures possible."

Film Product 'Sole Purpose'

"Our sole purpose," Warner emphasized, "is to work wholeheartedly toward the providing of a constant supply of important and challenging motion picture product, for the United States and for the world markets. By producing motion pictures of merit, we not only are assuring the exhibitors of a continuous flow of product for their theatres, but also are reaffirming our faith in the motion picture industry generally and in our company specifically."

"We intend to go forward with absolute confidence in the future of this business and in the great contribution which we know Warner Brothers Pictures will make towards that goal."

Expresses Appreciation

The newly-elected president, highly optimistic for his company and the future of the industry, continued "I am very happy that my brothers, the board of directors, and the distinguished financial group have placed under my direction the perpetuation of the company which our family has pioneered. On behalf of my brothers and myself, I want to thank our employees and stockholders, as well as our friends and associates everywhere, who have shown their loyalty and devotion throughout the years. I want to assure them that we—and this means they—are in business more confidently and more proudly than ever before."

Management

(Continued from page 1)

ic., Universal Pictures Co., Columbia Pictures, Warner Brothers, KO Radio Pictures and Stanley-Warner Corp. He also was instrumental in the Chesapeake Industries formation of Pathe Industries and Eagle Lion Films.

The financier is on the board of directors of such companies as Chem-Lay Corp., American News Co., Tiffany & Co., Hoving-Bonwit Teller Corp., City Stores, Inc., Minnesota & Ontario Paper Co., United-Carr Fashner Co., besides additional interests in oil, machinery and other industries.

Charles Allen, Jr., is the senior partner of Allen & Co., investment bankers. He is chairman of the board of such industrial organizations as Colorado Fuel & Iron Corp., John A. Roebling's Sons Corp., Wickwire Spencer Steel Co., Cincinnati, Newport & Covington Railway Co., and North Kansas City Development Co.

He is also a director of A.C.F., Frigley, Teleregister Corp., American Bosch Arms Corp., Colorado & Wyoming Railway Co., American Wire Fabrics Corp., Polarus Steamship Co., and the Pepsi-Cola Co.

Kalmenson Started in 1927

Kalmenson entered the industry in 1927 with First National in Pittsburgh, later was branch manager in Albany, Omaha and Kansas City. In 1934 he was chief booker for Warner theatres in the Pittsburgh zone. In 1937 Kalmenson was appointed southern and later Western division sales manager. He was named general sales manager in 1941 and, shortly afterwards, appointed president of Warner Brothers Distributing Corp.

Schneider joined Warner Brothers in 1923 in the accounting department. He subsequently held various executive posts until 1944 when he was elected a vice-president and director of the company.

To Present 'Golden Laurel' At Edinburgh Festival

The film winning the 1956 "Golden Laurel Award" will be announced and the award presented at a ceremony during the forthcoming Tenth International Edinburgh Film Festival. The "Golden Laurel Award," the "Golden Laurel Medals," and the "Golden Laurel Trophy" are offered annually—this being the seventh successive year—by David O. Selznick for outstanding contributions, through production of motion pictures of artistic merit, to the mutual understanding and good will among the peoples of the world.

Eligible films for these American awards are those of feature length, produced anywhere in the world, except those produced in the United States or by American producers or American companies abroad. The first public showing must have been in the United States between May 31, 1955 and May 31, 1956. Feature length documentaries are eligible.

Opinions on Reviews

See Newspaper Critics Having Both Good and Bad Influence

From THE DAILY Bureau

LOS ANGELES, July 9—Newspaper film critics do have an influence at the local level for both good and bad, in the opinion of several house managers of National Theatres, as reported in the current issue of the circuit's house organ, "Showmanship."

The question asked was "Do you place any value or harm on newspaper critics' opinions—good or bad?"

The critics have an influence "to some degree, particularly at the local level in that the reviews occur either on opening day or immediately after when our product, is 'now on sale,'" according to manager Emil Franke of the Fox Theatre, San Diego. "National reviewers via the syndicated columns, radio and television lend credence only to the 'block busters,' which already are pre-sold. Therefore, I do not feel local reviewers can influence this type of entertainment in any case. It is the 'borderline pictures,' which unfortunately are in the majority, that can be vitally affected by reviewers. When these pictures are panned, the box office suffers more than if they were to receive a word or two of praise."

Feels They're of Value

"My thinking is of the old school," says Roy Hill of the Tower Theatre, Kansas City, explaining that he believes "a newspaper's critic's opinions are of value just so long as they write something about movies—good or bad. . . . My only objection is that every critic I have worked with eventually goes for 'art' or off-the-beaten-track pictures and they are not our big grossers."

Herman Kerskem of the Paramount Theatre, Oakland, was of the opinion

that "reviews that talk down the merits of a picture do not keep the patrons from seeing a picture if it has something which excites their interest. . . . In short, it's my experience that rave notices have had a great effect on attendance, whereas 'downbeat' reviews have had little influence."

According to Bob Bothwell of the Fox Theatre, Detroit: "The plus or minus value of a critic depends entirely upon his effect on real or potential theatre-goers. . . . If the picture reviewed by a critic has been sold primarily by newspapers and does not receive a favorable review, it could be susceptible to a reviewer's judgment; if however, this same picture enjoys word-of-mouth advertising, no combination of critics could stop the potential patron. Here, we feel the critics have a value."

Hollywood Opinion Voiced

From Hollywood, where he manages the Iris Theatre, William J. Katzy, Jr., had this to say: "As a great many of our patrons here are engaged in the production of motion pictures, we find considerable evidence of their valuation of newspaper and trade paper reviews, good and bad. . . . However, we find that some industry members place no value whatsoever in reviews, good or bad; they have personal reasons for wanting to see their selection of programs."

Name Grainger

(Continued from page 1)

his residence here with Mrs. Grainger, formerly was president of M. A. Shea Enterprises, operating a New York and Eastern states circuit. Prior to that he had been Eastern division sales manager for 20th Century-Fox. After leaving the Shea circuit, Grainger was assistant to the vice-president of the RKO Theatres circuit, and later was circuit sales manager for Republic Pictures, a post from which he resigned last month.

Crescent Amusement was founded by the late Tony Sudekum.

MPEA to Resume

(Continued from page 1)

week did not accept a tentative MPEAA agreement.

At the weekly board of directors meeting, Johnson said MPEAA seeks a one-year pact calling for some 100 film licenses and an increase in dubbing costs for black-and-white and color. Also discussed at the session were a report on Italian government film legislation, lawyer's fees in Japan and the film problem in Indonesia.

Seneca Falls Merchants Told Theatre May Close

BUFFALO, July 10—Rising costs and lowering revenues make continued operation of the Strand Theatre, Seneca Falls, doubtful, Louis S. Harts, district manager, Schine Theatres, told the Seneca Falls Chamber of Commerce in a plea for more local support of the only theatre in the Finger Lakes town.

"If the theatre is closed," Harts said, the first month the merchants may not notice it, nor the second, maybe not the third—but after that they'll know they're losing business."

Drug Industry

(Continued from page 1)

dramatically portray the evils of indiscriminate use of drugs and in doing so should be aided and applauded by the drug industry.

"The excessive use of drugs and narcotics today is a growing evil in our society and certainly one that must be met head on. An ostrich, head-in-the-sand, attitude is no answer to the evils of narcotics and drugs."

PEOPLE

Angelo Lombardi, with Warner Brothers in New Haven, Conn., for 28 years has been promoted to the post of branch manager. He succeeds Max Birnbaum, who is resigning because of ill health.

Van Nomikos, Chicago exhibitor, has purchased from Barr Brothers the Twin Air Drive-in Theatre at Champaign, Ill.

Mrs. Lois Steele, Chicago, composer of such songs as "Wanted," "Make America Proud of You" and "Mrs. Santa Claus," has been elected to membership in the Society of Composers, Authors and Publishers.

John M. Utter, insurance executive, has been named a member of the board of theatre supervisors in Seattle. He will fill the unexpired term of Frank A. Ursino.

Bert Green has been named city manager of Walter Reade Theatres in Freehold, N. J., succeeding Dave Rogers.

1,356,000 Atlas Shares Convert to Preferred

Atlas Corporation stockholders have requested conversion of approximately 1,365,000 shares of new Atlas common stock into the company's new 5 per cent \$20 par value preferred stock during the 40-day conversion period just expired, Floyd B. Odum, Atlas president, announced yesterday.

The limited conversion rights had been issued in connection with the recent merger into Atlas of RKO Pictures Corporation, Airfleets, Inc., San Diego Corporation, Wasatch Corporation and Albuquerque Associated Oil Company.

Former RKO Pictures Corporation stockholders, other than Mr. Howard Hughes, elected to convert approximately 212,000 of the 660,571 new Atlas common shares they received in the merger. Hughes, largest single holder of the old RKO stock, elected to retain his new Atlas common shares.

Shooting in Florida

HOLLYWOOD, July 11 — Sam Spiegel's "End As a Man," Horizon-American Production for Columbia release, starts tomorrow at Shamrock Studios, Winter Park, Fla., as the first major production to be photographed in any Florida studio.

SPEED
 QUALITY
 SHOW-MANSHIP

Let us make YOUR next trailer!

3 GOOD REASONS
FOR ORDERING YOUR
SPECIAL TRAILERS
FROM
FILMACK
CHICAGO, ILL. 1327 S. WABASH
NEW YORK, N.Y. 341 W. 44TH ST.

SOLID GOLD APOLOGY

● It's somewhat unusual to have to apologize for success, but we sincerely beg pardon of the hundreds of press and industry guests who were unable to be seated at the pre-view screening of **THE SOLID GOLD CADILLAC** at Loew's 72nd Street Theatre on Tuesday evening.

● Apparently, the happy word had spread everywhere about the new Judy Holliday-Paul Douglas comedy, for a completely unprecedented number of invitation ticket-holders brought one or more extra guests along.

● We're naturally delighted with the response to our picture, but we're genuinely sorry for whatever inconvenience you may have suffered.

● Please bear with us. A new theatre screening of **THE SOLID GOLD CADILLAC** is being arranged. If you were among those who were unable to be seated at the first screening, please write or phone us for your tickets. Guaranteed seating, of course!

COLUMBIA PICTURES

All
the News
That
Is News



MOTION PICTURE DAILY

Concise
and
to the
Point



TEN CENTS

NEW YORK, U. S. A., FRIDAY, JULY 13, 1956

VOL. 80, NO. 9

In Early 1957

Cinerama Sets Plans to Make Own Pictures

*Tentatively Announce 1st
Production as 'Hopalong'*

By LESTER DINOFF

Cinerama Productions, Inc., "will wipe out its current debts of \$295,000 early next year" and shortly thereafter, possibly following the annual stockholder's meeting in May, will engage in production and distribution of feature length motion pictures under the supervision of board chairman Louis B. Mayer, according to Theodore R. Kupferman, vice-president, and Irving N. Margolin, treasurer.

Kupferman, highly optimistic about the future of Cinerama Productions, said that the product which the company is planning to produce and distribute will be made in the Cinerama process, backstopped possibly by (Continued on page 6)

Drive on Communists Defended by Brewer

By J. A. OTTEN

WASHINGTON, July 12—Roy M. Brewer told the House Un-American Activities Committee today that the motion picture industry now has well in hand the problem of Communist infiltration.

Brewer, now New York manager of Allied Artists and former vice-president in Hollywood for the international alliance of Theatrical and Stage Employees, declared that "the situation is improving daily and by and (Continued on page 6)

King Bill Decision Delayed in House

From THE DAILY Bureau

WASHINGTON, July 12—A House Ways and Means Committee decision on the King admission tax relief bill was delayed again today as the Committee bogged down in a lengthy discussion over another bill.

The committee has agreed to vote (Continued on page 5)

Report Due By Ad Heads

The Motion Picture Association of America's advertising and publicity directors committee will submit a comprehensive report on their work thus far on proposals for revitalizing the box office to MPAA president Eric Johnston, who is scheduled to return to New York next Wednesday from the West Coast, according to Jerry Pickman, committee chairman.

Although Pickman, vice-president (Continued on page 5)

Predicts Return of State Censorship

Special to THE DAILY

Commenting on the story in MOTION PICTURE DAILY about the recent grand jury report in Philadelphia recommending the establishment of motion picture censorship for that city, Dr. Hugh M. Flick, executive assistant to the New York State Commissioner of Education, said, "It may take a little time but I am confident that the pendulum of public opinion will swing back to some reasonable and legal form of regulation."

Dr. Flick, who headed the New York (Continued on page 5)

Cite Journal American Aid to Film Industry

The "New York Journal American's" publication of a series of banner lines urging readers to go to motion picture theatres for their entertainment was cited yesterday by Robert W. Coyne, COMPO general counsel, as a major service to the industry.

Urging other newspapers to adopt such a policy, Coyne said "among other characteristics the Journal has two that are of special interest to the motion picture industry—the paper's readiness . . . to help the motion picture industry and also its large circulation."

Paramount Slates 10 Major Releases for Final 6 Months of '56

Ten major Paramount films will be released during the final six months of the year, it was announced yesterday by the company which said the schedule includes special engagements of Cecil B. DeMille's production of "The Ten Commandments" and Ponte-DiLaurentiis' "War and Peace."

Paramount's general release sched- (Continued on page 5)

Resurgence

Resumption at Warner Studio Now in View

*New Owners Can Buy
Another 200,000 Shares*

Jack L. Warner, newly elected president of Warner Bros. Pictures, will leave here for Burbank today to implement the policy of increased activity at the studios which he heads. His departure concludes an extended stay in New York during which the negotiations for the sale by his brothers, Harry M. and Albert Warner, of their controlling stock interest in the company to investment groups represented by Serge Semenenko and Charles Allen, Jr., were concluded and the company's board and management slate reorganized, as reported earlier.

Indications are that new production planning will be begun at the studio immediately upon Jack Warner's arrival. (Continued on page 5)

Carlisle Resigns As Controller of W.B.

Samuel Carlisle, controller, assistant treasurer and a director of Warner Brothers Pictures, Inc. has resigned his posts due to ill health, it was reported yesterday.

Carlisle, who was associated with Price, Waterhouse & Co., before joining Warner Brothers in 1926, will remain in an advisory capacity for a few years, it was said.

Walter Meihof, who is an assistant controller of Warner Brothers Pictures, has been elected controller, succeeding Carlisle, it was learned.

Goldsmith Writes on Toll-TV Problem

The lack of any future in the filming of commercials for pay-as-you-see television has been cited by Dr. Alfred N. Goldsmith, chairman of the board of the National Television Film Council, in the NFTC's monthly newsletter.

While he said the remainder of the (Continued on page 6)

EDITORIAL

Changes at Warner Bros.

By Sherwin Kane

THE advent of the able and outstanding new investors in Warner Bros. Pictures and the executive reorganization of the company this week was welcome news not only to the company's personnel but to the industry at large. Both the corporate and management changes add strength, spirit, youth and morale to the great Warner organization.

Bringing to the company's board of directors such experienced and capable financial and industrial minds as Serge Semenenko and Charles Allen, Jr., constitutes an extremely valuable gain in counsel and wisdom available to the company and its management.

That such men, together with their associates, chose to invest a minimum of \$16,500,000 (the investment can be increased to \$22,000,000 in the next 30 days) at a time when theatre attendance was at one of its most depressed levels in years, and when on all sides one could, even without listening for them, hear the direst prophecies from the mouths of some of those who pioneered this industry, and other forebodings that revealed how near to hysteria were some who occupy responsible positions among us—when they could be aware of (Continued on page 5)

PERSONAL MENTION

LEONARD H. GOLDENSON, president of American Broadcasting-Paramount Theatres, and **SIM MARKLEY**, vice-president, will leave here at the weekend for Hollywood.

LEO JAFFE, Columbia Pictures vice-president, left New York yesterday aboard the "Queen Elizabeth" for Europe.

MORI KRUSHEN, United Artists exploitation manager, is in Chicago today from New York, en route to the Coast.

THEODORE C. STREIBERT, director of the U. S. Information Agency, will leave here on Tuesday for Iceland, after which he will visit the nations of Scandinavia.

WILLIAM GOETZ, producer, and **MRS. GOETZ** will leave Hollywood by plane today for Japan.

ERICA PIERANGELI, mother of **PIER ANGELI** and **MARISA PAVAN**, has returned to Italy from New York via Italian Airlines.

ED MILLER, of "Seventeen" has returned to New York from Spain and Greece.

W. DONALD CLAYTON, Du Pont motion picture technical representative in the Boston district, has been transferred to New York.

BABETTE BRIMBERG, an assistant editor of "Ladies Home Journal," will leave here at the weekend for Maine and Virginia.

'High Society' Premiere Will Honor Cole Porter

HOLLYWOOD, July 12 — M-G-M will honor Cole Porter on Aug. 1 with the world premiere of "High Society" at the Hollywood Pantages Theatre.

Film stage, radio, television, and music personalities will attend in tribute to the composer.

Plan 'Life' Screenings

A series of opinion makers' screenings of 20th Century-Fox's Cinema-Scope production "Bigger Than Life" will be launched shortly by the studio in key domestic and Canadian cities. The controversial story of drug addiction was produced by James Mason who also plays the major role. The showing is being scheduled to generate advance attention for the attraction slated for national release early next month.

Survey Made by Politz

Attendance Seen As Most Frequent At Ages 20 to 29; Least At 55-Plus

According to a national research study, theatre attendance reaches a numerical peak among people 20 to 29 years of age and is the lowest in the 55 and over category.

In its "Survey of U. S. Markets, 1956," The Politz Research Bureau, Inc. conducted the poll under sponsorship of "Look Magazine" and reported that some 7,500,000 in the 20-29 age category had seen at least one film during the week preceding the interviews. While the figures taper off sharply for the other age groups, the report disclosed that some 26,250,000 people in the nation 10 years of age or older said they had seen at least one film during the week prior to the poll.

Claim 20.8% Coverage

The Politz Research Bureau added that the 26,250,000 figure represents slightly more than 20.8 per cent of all the people 10 years or older living in private households in the nation. The report also pointed out that a larger share of the national theatre audience is found in suburban and small cities than in either rural communities or in central cities of metropolitan areas. In the suburbs and small cities, some 10,550,000 persons 10 years of age or above attended a theatre the week before the poll. This contrasts with an 8,550,000 figure for those living in central cities and 7,150,000 living in rural areas, Politz added.

The poll, conducted from Feb. 1 to Feb. 29, 1956, was offered to the film industry as a barometer for gauging the best market potential among various segments of the population, rather than an indication of total year-round audience potential.

Recapitulation by Age

Age breakdowns on those attending a theatre at least once during the week were: 20-29, 7,500,000; 15-19, 4,950,000; 10-14, 4,900,000; 30-39, 3,750,000; 40-54, 3,300,000 and 55 and over, 1,850,000.

Lease Cuban Theatre as New Production Studio

Special to THE DAILY

HAVANA, July 12—The Blanquita theatre, a 6750-seat house here, has been leased to Miami Productions, Inc., a Miami, Fla. motion picture concern, for conversion into a motion picture production studio, according to Alan M. Baskin, president of MPI. Baskin said that the air conditioned structure will easily accommodate four to six sound stages. An innovation will be a glass-enclosed balcony where the public may view filming activity. Cuba is growing more popular as a filming site, due to its varied terrain and low production costs.

Say Stanton Denies Trying to Sway FCC

From THE DAILY Bureau

WASHINGTON, July 12—A House judiciary subcommittee studying the television industry today questioned behind closed doors Frank Stanton, president of the Columbia Broadcasting System.

Stanton was closeted for almost three hours in executive session with the subcommittee, and will return for further closed-door questioning tomorrow morning. Subcommittee members said he was being asked about various private conferences that he and other top CBS officials had had with Federal Communications Commission members during the last five or six years.

The subcommittee members said Stanton insisted the conferences all dealt with procedural matters and did not involve any improper attempts to influence FCC policy.

Earlier, the subcommittee had questioned in open session FCC members as to whether option time, "must buy" clauses and other network practices violated the anti-trust laws. FCC chairman George C. McConaughy declared that these matters are all under study during the current FCC network study.

John Wayne Will Star In Four for 20th-Fox

HOLLYWOOD, July 12—Executive producer Buddy Adler has announced the signing of a contract with Famous Artists Agency for John Wayne to star in three Twentieth Century-Fox pictures for a \$2,000,000 remuneration, and another picture for which he will receive additional compensation and percentage participation. Papers were formally signed late today.

The deal had been reported previously as encompassing four pictures in two years for \$2,000,000.

Soviet Aid Denied Zanuck

PARIS, July 12—Terming the request "insulting," the Soviet Government has refused to lend any assistance to producer Darryl F. Zanuck in making his projected film about "The Crimes of Joseph Stalin." A spokesman here for Zanuck, who is now in Spain, said the latter had received the refusal from the Soviet Embassy in Washington. Zanuck will go ahead with the film, with shooting to begin Sept. 1.

Columbia to Get Top From Sidney

HOLLYWOOD, July 12 — George Sidney Productions, independent producing company organized by George Sidney to produce pictures for Columbia release and with Columbia financing, will produce four of the studio's top features for 1957-1958. President Harry Cohn announced.

The properties are "Andersonville," Mackinlay Kantor best seller; "Pal Joey," co-starring Rita Hayworth, Sinatra, Kim Novak; "Jeanne Eagerton Story," being written by Dan Fuchs; and "Great Sebastians," from script by Sam and Bella Spewack. . . . Sidney will personally direct four pictures. Fred Kohlmar will receive producer credit on "Pal Joey" and "Sebastians." Sidney is expected to set up offices at Columbia between now and October, when "Eagles" is expected to start shooting.

New COMPO Ad Cites 'Promise' on Tax

The need for lifting the Federal admissions tax is pointed up by COMPO in its 65th in a series of ads in the July 14 issue of "Editor & Publisher" that cites the promise made by the government during World War II to remove the tax at the cessation of hostilities.

Arguing that "there is abundant evidence that the American motion picture industry does an Americanization job abroad that is the envy of every foreign government," COMPO charges "no matter how you look at it the admission tax is a mess. And it won't be cleaned up until it has ceased to be a burden on a hard-pressed American business."

'Saleslady' Opens Aug. 15

The First Traveling Saleslady, the first production made under the new RKO management, will have its world premiere Aug. 15 at the Golden Gate Theatre in San Francisco. Arthur Lubin, producer-director of the film, and Ginger Rogers and Carol Channing, who share feature roles in the production, will participate in the premiere festivities.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
TYRONE POWER • KIM NOVAK
in
"THE EDDY DUCHIN STORY"
in CinemaScope and Color
A Columbia Picture
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Ficke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urban Farley, Advertising Representative, Telephone Financial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leister Square, W.C. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone Circle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign; single copies, 10¢.

MIGHTY MOBY DICK!



OF SERVICE

is a full-rate
and or Cable.
unless its de-
character is in-
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ing time shown in the date line on telegrams and day letters

1201

SYMBOLS

DL=Day Letter
NL=Night Letter
LT=Int'l Letter Telegram
VLT=Int'l Victoria Ltr.

Time of receipt is STANDARD TIME at point of destination

MR. BENJ KALMENSON
WARNER BROS. PICTURES NEWYORK, NY

THROW OUT ALL THE SUPERLATIVES EVER USED IN THIS BUSINESS,
BECAUSE NONE OF THEM IS BIG ENOUGH TO DESCRIBE "MOBY DICK".
IT DIDN'T ONLY BREAK THE ALL-TIME RECORD YESTERDAY AT OUR
CASINO THEATRE, BUT IT DID IT BY ALMOST A THOUSAND DOLLARS.
CROWDS SO GREAT WE STOPPED SELLING MANY TIMES DURING THE
DAY AND TURNED AWAY ALMOST AS MANY AS PLAYED TO. AND, WE HAD
FOUR OTHER STRONG PICTURES IN TOWN PLAYING AGAINST IT. "MOBY
DICK" IS A MASTERPIECE--A BOX OFFICE MASTERPIECE. EVERYBODY'S
BUYING IT, MEN, WOMEN AND CHILDREN. AND THEY LOVE IT, TOO.
THIS ONE IS GOING TO STICK AROUND FOR YEARS TO COME. THE
BOYS IN THE ADVERTISING DEPARTMENT MUST HAVE HIT THE RIGHT
APPROACH TO CREATE THE INTEREST WE'VE HAD HERE. CONGRATULATIONS,
AND THANKS TO ALL OF YOU FOR ONE OF THE TRULY BIG PICTURES IN
THE HISTORY OF THIS BUSINESS.

W. C. HUNT, HUNT'S THEATRES INC.



MOTION PICTURE DAILY'S BOOKING CHART

ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS
(Aug. Releases) ND PLACE TO HIDE (Color) David Brian Marsha Hunt Celia Flor CS 72 min.						(July Releases) THE KING AND I (Color) Deborah Kerr Yul Brynner CS55 133 min.		(July Releases) CDNGO CRDSSING (Color) George Nader Virginia Mayo 85 min. (Rev. 6/14/56)	
CANYON RIVER (Color) George Montgomery Marsha Henderson CS 80 min. (Rel. 8/5/56)			(July Releases) THAT CERTAIN FEELING Bob Hope Eva Marie Saint George Sanders VV 103 min. (Rev. 6/4/56)	(July Releases) DAKOTA INCIDENT (Color) Linda Darnell John Lund 88 min.	(July Release) THE FIRST TRAVELING SALESLADY Ginger Rogers Barry Nelson 92 min	BAREFOOT BATTALION Maria Costi Nicos Femas 63 min.		BEHIND THE HIGH WALL Tom Tully Sylvia Sydney 85 min. (Rev. 6/12/56)	(July Releases) MDBY DICK (Color) Gregory Peck Leo Genn Dison Welles 116 min. (Rel. 6/30/56) (Rev. 6/27/56)
THE YDUNG GUNS Russ Tamblyn Gloria Talbott 84 min. (Rel. 8/12/56)	(July Releases) THE EDDY DUCHIN STORY (Color) Tyrone Power Kim Novak Victoria Shaw CS 123 min. (Rev. 5/28/56)	(July Release) THE FASTEST GUN ALIVE Glenn Ford Jeanne Crain Broderick Crawford 90 min. (Rev. 6/20/56)	PARDNERS (Color) Dean Martin Jerry Lewis VV 85 min. (Rev. 6/25/56)	(Aug. Releases) THUNDER DVER ARIZONA (Color) Skip Homeier Kristine Miller Naturama 75 min. (Rel. 8/4/56)	(Aug. Releases) BACK FROM ETERNITY Robert Ryan Anita Ekberg	QUEEN OF BABYLDN (Color) Rhonda Fleming Ricardo Montalban 109 min. Os	(July Releases) THE KILLING Sterling Hayden Coleen Gray Vince Edwards 83 min. (Rev. 6/7/56)	TDY TIGER (Color) Jeff Chandler Laraine Day 88 min. (Rev. 4/17/56)	SATELLITE IN THE SKY (Color) Kieron Moore Lois Maxwell CS 85 min. (Rel. 7/21/56)
(Sept. Releases) STRANGE INTERLUDE Ida Lupino Edmund Purdom Ann Harding 81 min. (Rel. 9/2/56)	EARTH VS. FLYING SAUCERS Hugh Marlowe Joan Taylor 83 min. (Rev. 6/4/56)	(Aug. Release) THESE WILDER YEARS James Cagney Barbara Stanwyck (Rel. 8/3/56)	(Aug. Releases) THE PRUD AND PRODFANE William Holden Deborah Kerr Thelma Ritter VV 111 min. (Rev. 5/31/56)	A STRANGE ADVENTURE Joan Evans Ben Cooper (Rel. 8/24/56)	TENSIDN AT TABLE ROCK Richard Egan Dorothy Malone	BIGGER THAN LIFE (Color) James Mason Barbara Rush CS Ss, Os	REBEL IN TDWN John Payne Ruth Roman 78 min. (Rev. 6/26/56)	FRANCIS IN THE HAUNTED HDUSE Mickey Rooney Virginia Welles	SANTIAGO (Color) Alan Ladd Rosanna Podesta Lloyd Nolan 93 min. (Rel. 7/7/56) (Rev. 6/15/56)
CHASING DANGER Huntz Hall Stanley Clements 61 min. (Rel. 9/16/56)	THE WEREWOLF Don Megowan Joyce Holden 80 min. (Rev. 6/7/56)		THE VAGABOND KING (Color) Dreste VV Kathryn Grayson		BEYOND A REASONABLE DDUBT Dana Andrews Joan Fontaine 92 min.	BUS STDP (Color) Marilyn Monroe Don Murray CS Ss, Os		AWAY ALL BDATS (Color) VV	(Aug. Release) SEVEN MEN FROM NDW (Color) Randolph Scott Gail Russell 78 min. (Rel. 8/4/56)
CALLING HOMICIDE Bill Elliott Kathleen Case 61 min (Rel. 9/30/56)						THE LAST WAGDN (Color) Richard Widmark Felicia Farr CS Ss, Os		WALK THE PRUD LAND (Color) CS 88 min.	
						THE BEST THINGS IN LIFE ARE FREE (Color) Sheree North Dan Dailey CS Ss, Os		RAW EDGE (Color) Rory Calhoun Yvonne DeCarlo 76 min.	
								I'VE LIVED BEFORE Jack Mahoney Lee Snowden	
								EDGE OF HELL Hugo Haas Francesca De Saffia 76 min.	

Key: SYSTEM: CS—CinemaScope; VV—VistaVision; SA—SuperScope (anamorphic print). SOUND: Ss—Four track magnetic stereophonic sound; Ss (2)—Separate stereophonic sound print;

of Drive-ins

io Now Has 201 Drive-ins

Three new drive-ins presently under construction in Ohio will raise the number of total outdoor theatres operating in the state to 201, it was disclosed here today by the Independent Theatre Owners of Ohio.

In the service bulletin, executive secretary Robert A. Wile said that the number of full-time indoor theatres has declined to 496 while there are still 69 theatres operating less than five days a week.

◎

ading Stamps Offered

A trading stamp plan has been inaugurated by Jules Perlmutter at the Lit Drive-in near Watertown, N. Y. Stamps are given for each 10 cents of admission price, to be redeemed for gift articles.

◎

mit Troy Strikers Free

The Rustic Drive-in, near Troy, N. Y., has advertised that for the duration of the current steel dispute, patrons and their families will be admitted free, Monday through Thursday. "Your badge is your admission," a newspaper copy stated.

◎

ow Operation in Akron

The 1360-car Summit Drive-In Theatre, new operation of Skirball Brothers on Route 93, near Akron, Ohio, was opened this week.

◎

W Patio for Wash. Unit

The Mountain View Drive-In, Cashmere, Wash., has opened for the season with a new outdoor patio in front of the concession stand from which patrons can watch and hear the show.

aramount Slates

(Continued from page 1)

calls for distribution of "That Certain Feeling" and "The Proud and the Meek" this month and followed by "Badners" with Dean Martin and Jerry Lewis in August. September releases include "The Vagabond King" and "The Search for Bridey Murphy" and Edward Dmytryk's "The Mountain" will be released in October. "Three Violent People" will be released in November and "Hollywood Bust" in December.

"War and Peace" will have its world premiere in August at New York's Capitol Theatre while "The Ten Commandments" will be shown beginning November in New York's Criquet Theatre, the Beverly in Los Angeles and theatres in Washington, Philadelphia, Boston, Toronto, Cleveland, Detroit and Chicago. December premieres of DeMille's production will be at Baltimore, Montreal, Miami Beach, San Francisco and Cincinnati.

EDITORIAL

CONTINUED FROM PAGE 1

such things and still proceed to consummate their huge investment, then indeed has the Warner organization, and the industry of which it is a part, gained men of confidence and foresight.

Even now the times are proving them right.

THE MANAGEMENT changes at Warner Bros. also speak impressively of enthusiasm and of confidence in the industry's future. It was immediately apparent that Warner personnel, vastly improved in morale, read that, and permanency, into the changes.

There is the opportunity for the company's new president and production head, Jack Warner, to throw his whole heart into the task at hand—reactivating the dormant studio and starting exciting entertainment again on its way to the screens of the world's theatres. And in the allocation of authority among Warner, Benjamin Kalmenson and Samuel Schneider there is created a top management team that will be hard to match and impossible to beat for years to come.

Sentimentally, many in the industry will regret to see the co-founders of Warner Bros.—Harry M. and Major Albert—retire to the leisure they have worked for so long and so well, but all must concede they leave their company in the very best of hands, while themselves remaining as members of its board and among its counsellors, when needed.

Help the Will Rogers Hospital

RARELY indeed does this industry go to the public for help to be passed along to its own members.

One of those extremely rare occasions is the annual Audience Collections for the Will Rogers Memorial Hospital at Saranac Lake, N. Y., which is maintained by the industry for its own, and for members of other branches of the entertainment world, who have been stricken with tuberculosis.

The public contributions received from the annual Audience Collections campaigns for the hospital by no means meet all of its financial needs, but they do help to a very important extent. In return for those contributions, the public interest is being served at the Will Rogers Hospital by continuing research in treatment of the dread disease and development of a vaccine which one day may be as great a boon to mankind in the prevention of tuberculosis, as is the Salk vaccine in the prevention of poliomyelitis.

Thus, it is proper that a public which in greater numbers every year is becoming familiar with the uniquely beneficial and humanitarian achievements of the Will Rogers Memorial Hospital, be given the opportunity to become partner in its work. Experience has shown already that audiences do not resent this collection.

Next week is your chance to participate in this dedicated work to which so many of your fellow industry members devote substantial amounts of time, thought and labor. The collection campaign is directed by Si H. Fabian, head of Stanley Warner Theatres, who is treasurer of the Will Rogers Hospital.

Enroll your theatres in the Audience Collections campaign. Have the collections made for at least the duration of one booking. But if you limit it to one booking, be sure to include a weekend in order to realize the maximum possibilities.

State Censorship

(Continued from page 1)

State censorship board for six years, disagrees with many in the motion picture business who say that "Censorship is on the way out." Furthermore, he does not believe that self-regulation by the industry can be an effective solution of the problem. The fact that 50 per cent of the pictures submitted for licensing in New York State are foreign-made and therefore outside the Production Code, is alone sufficient reason to question the efficacy of self-regulation, in Dr. Flick's opinion.

Report Due

(Continued from page 1)

in charge of advertising and publicity for Paramount Pictures, declined to say when the "comprehensive report" would be presented, it is expected that Johnston will receive the report next week in order to be brought up to date on all activities of the association's committees.

No date has been set for another meeting by the full advertising and publicity committee. However, subcommittees of the MPAA group will continue their work in small, private sessions.

Warner Studio

(Continued from page 1)

rival and that actual production, suspended some months ago, will be resumed at the earliest practicable moment.

Meanwhile, in New York, further management changes are expected, supplementing the elections of Benjamin Kalmenson as executive vice-president, and of Samuel Schneider as vice-president and treasurer. Kalmenson is expected to name a new general sales manager soon, with unconfirmed reports putting Western sales manager Roy W. Haines in the lead for the post.

Blumenstock Replacement Due

Also in prospect is the naming of a new director of advertising, publicity and exploitation to fill the post left vacant by the resignation last spring of Mort Blumenstock.

Although Jack Warner continues as the largest individual stockholder in the company, the new investment groups in the transactions concluded last Tuesday became the owners of 600,000 shares, representing working control. The shares were purchased from H. M. and Albert Warner and members of their families at a price of \$27.50 per share, or a total of \$16,500,000, it was learned from an official source yesterday.

Possible Investment \$22,000,000

In addition, however, the new investment groups, of which there are three or four major units, with 17 or 18 members in all, have commitments good for another 30 days to acquire an additional 200,000 shares from H. M. and Albert Warner and members of their families. Thus, the total holdings of the groups could increase to 800,000 shares and an investment of \$22,000,000.

It was ascertained officially that there are no provisions in the purchase agreement for acquisition of all or any part of Jack Warner's holdings of more than 200,000 shares.

Also in prospect as the Warner Bros. cash position warrants, are offers to purchase from shareholders stock tendered at prices at or above that paid to the Brothers Warner for their holdings.

King Bill

(Continued from page 1)

on bills called up by committee members, and Rep. King (D., Cal.) has said he would seek a vote on his bill to make the admissions tax apply only to the portion of the charge over \$1.

However, at its previous session Tuesday, the committee bogged down in discussing a bill by Rep. Eberhart (D., Pa.), demanding that the Treasury furnish Congress with information on a tax settlement in a liquor case, and the committee again today spent its entire session discussing the Eberhart bill. The committee will resume work Monday.

Naturally, the longer it is before the committee gets to a vote on the admissions tax bill, the less the chance of enactment this year.

Webs to Outdo '52

Record Video Cover Set for Conventions

By JACK EDEN

Increased coverage of behind-the-scene political maneuvers and trends among the delegates will be given by the major television networks this summer while covering the Democratic and Republic presidential conventions in Chicago and San Francisco, respectively.

In contrast, theatre newsreel companies have indicated they will direct their attention to the convention as a whole, limiting the coverage in view of the extensive reporting scheduled by the tv networks. Newsreel units have emphasized coverage will be much the same as in 1952 when tv dominated the convention scene as well as the attention of the home-viewing audience.

CBS Staff of 325

CBS News is marshalling more than 325 editorial, production and technical personnel for the two conventions, the Democratic meeting opening Aug. 13 in Chicago's International Amphitheatre while the Republicans will convene Aug. 20 at San Francisco's Cow Palace. Some 30 top newsmen and a crew of 400, many of them being transferred from their home offices, will direct the coverage for NBC while ABC has mobilized a staff of more than 350 reporters, production men and technicians.

Some 60,000,000 persons were estimated to have viewed the 1952 political sessions in contrast to the 10,000,000 in 1948. Estimates by tv executives place the tentative audience for the upcoming conventions at 120,000,000, by far the largest audience to witness a single event.

Five Cameramen from U-I

Theatre newsreel company plans are settled on the number of personnel to film the events but plans for just how and what events they will cover are uncertain. Universal - International News will send five cameramen to the political meetings in addition to several caption writers and technicians. Arrangements for coverage, such as interviews, facilities, etc., have been satisfactorily completed.

A U-I spokesman said "because newsreels are so versatile, we can change plans at the last second when such a change will give us better coverage, whether behind-the-scenes, the human interest angle or the conventions themselves."

Movietone to Use 14

Movietone News will send six cameramen from New York and Washington to join the two staffers at Chicago to cover the Democratic parley while five men will join the one staffer on the Coast for the GOP session. Other personnel transfers were indicated by Paramount News and Warner-Pathe News who will offer much

Cinerama Plans Production

(Continued from page 1)

CinemaScope or VistaVision versions.

Margolin pointed out that once the company's debts are all wiped out, it is possible that a general expansion program will be inaugurated in order to prepare for the entry into production and distribution. Kupferman said that the Cinerama Productions board of directors has been considering this move for some time and "it is expected that the announcement will come at our next stockholder's meeting."

May Put Boyd Life on Film

It was indicated that Cinerama Productions initial producing venture would be the life story of William Boyd, the stunt man who rose to fame as "Hopalong Cassidy."

Kupferman stated that under the present agreement with Stanley Warner Corp., the company which has all rights to the Cinerama process, his organization can enter production "at any time." He said that while Cinerama Productions would produce and distribute its own product, the Cinerama films would be "naturally presented in S-W houses equipped for the process."

The Cinerama Productions officer

said that with the experience of Louis B. Mayer available to use, it is only natural that the company's board chairman would advise on proposed production and distribution. Kupferman said that Mayer is currently in Europe and is expected to return here shortly for conferences.

Margolin, sharing Kupferman's optimism for the company's future, said that in 1953, when the agreement was entered into with Stanley Warner, Cinerama Productions was in debt to the tune of \$2,600,000. "Early next year we will wipe out our remaining \$295,000 debt and may announce our first dividend shortly thereafter," he said.

No Merger, Say Both

Commenting on reports of a merger between Cinerama Productions and the organization backing the Cinemiracle process, Kupferman and Margolin both emphatically declared: "No merger of companies is contemplated."

Kupferman however said that "it is always possible for product produced by Cinerama Productions to be shown in Cinemiracle equipped theatres in order to secure additional film rentals."

Goldsmith

(Continued from page 1)

toll-tv picture is clouded, he added the commercial picture seems much clearer. "Pay tv advocates have taken the stand that their transmissions would contain no advertising. Assuming that policy is lived up to . . . there would clearly be no toll tv market for film commercials."

"And since some of the free tv audience would be drained away by pay television, presumably the gross demand for film commercials for free tv would be correspondingly reduced. Accordingly, it looks as if commercial filming faces no bright new prospects so far as pay television is concerned."

'Reef' Is Benefit Premiere

Proceeds from the world premiere of "Secrets of the Reef" on July 23 at the Baronet Theatre will go toward the Herald-Tribune Fresh Air Fund, it was announced yesterday by Walter Reade Jr., director of the Reade Theatre Circuit which operates the house. The film in Eastman color is a nature drama enacted by the undersea inhabitants of a coral reef off the Florida coast.

the same coverage of the conventions as was given in 1952.

Newsreel make-up deadlines on Thursday will offer little worry, another newsreel spokesman added, "because most of the party battles should be settled in the first three days. We feel the GOP nomination will be a formality and so we are concentrating on the Democrats in Chicago. If they nominate by Wednesday, then we'll make our make-up deadlines and the films will be at the Theatres by Saturday."

Rose, Shavelson Plan Four New Pictures

Plans for the filming of "The Red Nichol Story," "Houseboat," "The Wright Brothers" and Gertrude Lawrence's "Mrs. A." within the next year were discussed yesterday by Jack Rose of Script Productions prior to his return to the Coast last night.

Both Rose and Mel Shavelson, co-owners of Script Productions, returned to the Coast studios to resume story preparations for "Beau James," a film of former New York City Mayor James J. Walker, which goes into full production July 23. Several location shots were filmed earlier this year in New York and the second unit shots are to be completed next week here in New York.

Kaye and Grant Set to Star

So far as future productions are concerned, all to be financed and released by Paramount Pictures, Rose said Danny Kaye will star in "The Red Nichol Story" to be filmed by Script Productions in association with Kaye's production company. Cary Grant will star in "Houseboat" to be filmed next summer, he added. Rose has completed the screenplays of "The Wright Brothers" and "Mrs. A." which will go into production either in 1957 or 1958.

"Beau James" based on Gene Fowler's book of the same title will be issued next summer and, in addition to Hope, stars Paul Douglas, Vera Miles and Don McGaven. Rose and Shavelson are in a multi-production agreement with Paramount that calls for two films and options on two others each year. Another contract with Hope Enterprises calls for one more co-production which is to be decided later this year.

FCC Assent Withheld On Immediate Testing Of Toll-TV Petition

From THE DAILY Bureau

WASHINGTON, July 12—The Federal Communications Commission has turned down the most recent request for immediate authorization of subscription television.

Last month, Lou Poller asked the Commission for permission to switch ownership of WCAN-TV in Milwaukee from Mid-West Broadcasting Co. which he owns, to a new firm, called Television Exhibition, Inc. He said he wanted to operate the station under the new company with 25 per cent of the time devoted to toll-tv programs, and asked the FCC to waive whatever rules it would have to waive to permit this schedule.

Today the Commission returned Poller's petition as "not acceptable for filing." It notified Poller that the Commission does not have any rule to cover the request he made. Toll tv is not yet authorized, the FCC said, and therefore the commissioner cannot "entertain" the petition.

Brewer Defends

(Continued from page 1)

large is now in reasonably good shape . . . so far as I know, there is no effective effort being carried on today by Communists in the Hollywood studios.

Brewer testified as the committee continued its hearings on the fund for the Republic report on "blacklisting" in the entertainment industries. Brewer said that "blacklisting," in the sense of an "illegal, improper, sinister activity," does not exist in the industry but admitted that since the 1947 Hollywood hearings, people publicly identified with Communism have not been hired by the studios.

Points to Commie 'Blacklist'

Brewer emphasized his feeling that the industry has tried to make it as easy as possible for people who have become innocently involved with Communism to clear themselves.

The fund report, Brewer said, "ignores the basic problem confronting the motion picture industry—the problem of Communist infiltration of the industry, which the fund prefers to brush off."

Brewer also charged that Hollywood Communists have carried on a vicious blacklisting scheme of their own "through character assassination of anti-Communists." Right now, Brewer said, "The line of communication between the hard core of the Communist Party and the people who did the work for them in Hollywood has been effectively severed."

A 'Foremost Objective'

Meanwhile, committee chairman Walter (D., Pa.), in a dinner speech in Philadelphia, declared the committee has found that "increased infiltration of the entertainment industry is one of the foremost objectives of the Communists at this very moment."

All
the News
That
Is News



MOTION PICTURE DAILY

Concise
and
to the
Point



L. 80, NO. 10

NEW YORK, U. S. A., MONDAY, JULY 16, 1956

TEN CENTS

For New Pictures

Fox and Rank Exploit Films on London TV

First in UK to Use Video for Product Promotion

By WILLIAM PAY

LONDON, July 15 — Twentieth Century-Fox and the J. Arthur Rank organization are the first motion picture companies here to buy time on commercial television networks to advertise their London releases. Three 60-second spots have been booked by Fox on the Sunday night 7 (Associated TeleVision) program in London to advertise the release of Anthony Kimmins' CinemaScope picture "Smiley." These spots, featuring Shirley Abicair singing the song "Smiley," and Colin Petersen as the character "I Love Lucy" program on (Continued on page 5)

Probe of Monopoly in Television Industry to Resume in Sept.

By J. A. OTTEN

WASHINGTON, July 15—A House judiciary subcommittee will resume its study of monopoly problems in the television industry in September with public hearings in New York. Subcommittee chairman Celler (D., N.Y.) said the New York hearings would go into "all phases of advertising on television and all facets of the industry." (Continued on page 4)

MPAA Heads to Mull '56 Meet Bid

Reaction on the Theatre Owners of America's request for convention support will be taken by the Motion Picture Association of America within the next two weeks when the MPAA's managers committee will "informally meet" during that period to discuss the exhibitor group's request (Continued on page 4)

UA Convinced 'Little' Pictures Make Money

United Artists, having proved to its own satisfaction that in order to prosper it is not necessary to make "fewer and costlier" pictures, will continue to finance and distribute as many "little" pictures as its substantial release schedule can readily accommodate, Arthur Krim, president, said on Friday. "The 'little' pictures serve a function in the industry," he said. "We will continue to make them."

There is a big variation in the budgets of such pictures released by U. A., Robert Benjamin, board chairman, added.

Eastman Develops New Type of Film

MGM, Columbia, 20th Century-Fox and several independent concerns are planning to shoot some of their forthcoming product in a new-type black and white film invented by Eastman Kodak, according to the latter firm.

Labeled "Plus X Type B," the film is said to eliminate irregular printing and through a finer grain "give a clearer, more definitive picture," by MGM cinematographer Harold Mazzeratti, who is using it to shoot "Capital Offense."

According to Mazzeratti, the finer grain is achieved by a combination of the original negative with the duplicate, utilizing the best physical qualities of each. MGM plans to use it on all its forthcoming productions.

The cost involved, according to Eastman Kodak, is no greater than for current black and white film.

'Bucking the Industry Trend'

All-Time UA Record Set in the First Half

\$4 Millions Gain in Gross Over 1955;
Production Investment at \$50 Millions

By SHERWIN KANE
(Picture on Page 4)

A report of uninterrupted progress by United Artists, with the establishment of more all-time company records during the first half of the current year in both domestic and foreign gross business, the attendance recession of that period notwithstanding, was given to the industry press on Friday by Arthur Krim, U. A. president.

S. W. Profits \$2,029,200

The net profit of the Stanley Warner Corporation and its subsidiaries for the 39 weeks ended May 26, 1956 amounted to \$2,029,200, after all charges including \$3,649,300 deduction of depreciation and amortization and \$2,400,000 deduction for Federal and Canadian income taxes, it was announced here by S. H. Fabian, president. This profit is equivalent to 94¢ per share on the outstanding common stock.

The net profit for the 39 week period of 1955 was \$2,222,000, after all charges including \$3,373,800, deduction of depreciation and amortization and \$2,850,000 deduction for Federal and Canadian income taxes. The profit for this 1955 period was (Continued on page 5)

The company's world gross for the 1956 period to July 7 was \$28,330,000, which compares with a gross of \$24,200,000 for the corresponding period last year, or a 15 per cent gain.

The domestic market accounted for approximately \$3,000,000 of the gross increase this year, and the foreign market for the other \$1,000,000, Krim reported.

Earlier Prediction Was Accurate

He recalled that early this year he had predicted a 1956 gross of approximately \$65,000,000. In making that prediction, he said, it was estimated that the half-year gross would be approximately what it has turned out to be.

"That we have arrived at this juncture on schedule, so to speak, is of immense satisfaction to us in view of the decline in theatre attendance in the United States and Canada during the first six months. We have been bucking the industry trend in achieving our target," Krim said, "and it means another record year for United (Continued on page 4)

Television Today

IN THIS ISSUE

PAGE 6

► Television Today marks its first anniversary—looking backward over the 12-month, a staff man retraces the long journey out of Erehwon.

► In Hollywood, Martin Manulis discusses some of his ambitious plans for CBS-TV's forthcoming Playhouse 90.

► Passing in Review—The week's highlights in shows.

R. L. Bendick Joins Whitney Pictures

From THE DAILY Bureau

HOLLYWOOD, July 15—Merian C. Cooper, vice-president in charge of production of C. V. Whitney Pictures, Inc., has announced signing Robert L. Bendick to a term contract as producer-director on his staff.

Bendick, with whom Cooper shared producer credit on "This Is Cinema," and whom Cooper describes (Continued on page 5)

PERSONAL MENTION

ALEX HARRISON, 20th Century-Fox general sales manager, and C. GLENN NORRIS, Central-Canadian division manager, have returned to New York from Chicago.

CARL W. DUDLEY, president of Dudley Pictures Corp., left here Saturday for London via B.O.A.C.

RAYMOND A. KLUNE, executive manager of operations at the RKO Radio studio, left Hollywood over the weekend for New York.

JOHNNY GREEN, head of the M-G-M studio music activities, has arrived in New York from the Coast.

CHARLES FRANKE, trade press contact at Paramount Pictures, has left New York for a week at Lake Placid.

LIGE BRIEN, United Artists director of special events, left New York at the weekend for Florida.

SAM ZIMBALIST, producer, and SIDNEY FRANKLIN, director, are due in New York from London, the former on Wednesday, the latter on July 25.

ZACHARY SCOTT has arrived in New York from London via B.O.A.C.

N. Y. Fund Cites Local For 'Outstanding Service'

A citation by the Greater New York Fund has been presented to the Moving Picture Machine Operators Union, Local 306, AFL-CIO, in recognition of "outstanding service" in behalf of the 425 welfare and health services affiliated with the Fund.

Herman Gelber, local president, as well as Steve D'Inzillo, business agent, and Ernest Lang, secretary, received the citation last week from Lt. Gen. Willis D. Crittenger, president of the Fund.

Annually, union members have been projecting campaign films of the Fund for metropolitan audiences in cooperation with the Metropolitan Motion Picture Theatres Assn., Independent Theatre Owners Assn., Skouras Theatres Corp., and the National Screen Service. These organizations were cited individually for their contributions to the Fund. At the same time, an award of merit was presented to Joc Coco, veteran New York and Hollywood local 306 operator, who has been showing Fund films to hundreds of business firms and union groups in New York during the past five years.

Promotional Plans Outlined

Georgia Exhibitors, Distributors Set Campaign to Boost Attendance

Special to THE DAILY

ATLANTA, July 15—Georgia theatre owners and operators and film distributors will launch a statewide campaign designed to increase theatre attendance next month. Initial plans for the program were formulated in a meeting here of the Georgia Motion Picture Theatre Owners and Operators Association.

The need for "overhauling" advertising and publicity methods was cited by J. H. Thompson, president of the group of the campaign. He said that the "emphasis being placed on sex and violence is keeping a large number of the potential audience of women and children away from theatres."

Other projects suggested for use in the campaign include:

Statewide use of a slogan to be selected by members.

Encouragement of more enthusiastic support of films by people employed in the industry.

Creation of nurseries in theatres for the convenience of parents of young children, who would otherwise have to hire baby sitters.

A contest to be sponsored by individual theatre owners and operators.

At the association's meeting a committee was appointed to carry out details of the campaign, which is set to begin Aug. 15. Representing distribution are Gordon Bradley and Paul Wilson, both of Atlanta. From exhibition: O. C. Lam of Rome, Ga.; A. B. Padgett and E. E. Whitaker, Wilby-Kincey; and Furber Mincey of Claxton, Ga. Representing women of the industry are Mrs. Jackie Cowart, Mrs. Juanita Elwell and Mrs. Ailene Robbins, of WOMPI, Atlanta.

Fabian Promotes Two Film Buyers-Bookers

The joint promotion of both George Trilling and Bernard Meyerson to fill the position soon to be vacated by Bernard Brooks, has been announced by Fabian Theatres. Brooks has been appointed assistant zone manager for Stanley Warner in the Philadelphia zone.

Trilling is a veteran showman and film buyer. He has been associated with Fabian Theatres for over two decades and has been in charge of film buying and booking for the circuit's theatres in Pennsylvania and Virginia.

Meyerson has been associated with Fabian Theatres since 1938 and for the past several years has been film buyer and booker in the New York Metropolitan area. He will assume the buying and booking for the Albany-Troy-Schenectady area in addition to his present duties.

Praise WB Ad Dept. On 'Moby' Campaign

Gil Golden's boys in the Warner Bros. home office advertising department are taking bows for kudos from Eastern showmen on their campaign for the two-theatre opening here of "Moby Dick."

As W. C. Hunt of Hunt's Theatres, Wildwood, N. J., wired Ben Kalmenzon, Warners executive vice-president: "The boys in the advertising department must have hit the right approach to create the interest we've had here."

Business rivaling that at the two-theatre Gotham run is being reported from many other situations, with specific credit going to the campaign for playing an important part in the results.

Budget of \$40,000

By established standards for pictures of the calibre of "Moby Dick," the New York advertising campaign was not an extravagant one, having been budgeted at \$40,000. Showmen point out that any of numerous angles might have been emphasized in advertising, to the detriment of the picture. It would have been very easy, for example, to have permitted the idea to get abroad that "Moby Dick" belonged to the freak-monster school of cinema.

That it did not, but instead helped draw record business to theatres in which it made its bows hereabouts is to the real credit of the Warner home office advertising department. —S. K.

H. Birch Appointed To Filmack Post

From THE DAILY Bureau

CHICAGO, July 15—Harry H. Birch has been appointed executive vice president of Filmack Studios of this city, according to an announcement by Irving Mack, president.

Birch will assume direction of Filmack's live action production and will be in charge of the firm's new sound stage, which is scheduled to open Aug. 1. He formerly was chief cameraman and camera department head for WBBM-TV, Chicago CBS station. He had held the same position previously with WBKB, Chicago ABC outlet.

4300 Theatres Sign For Rogers Hospital Collection This Week

Approximately 4300 theatres have signed up for the Will Rogers Memorial Hospital Audience Collection drive set to begin this week, with number of late registrations still to be received, according to Si Fabian, National chairman. "Most, if not all," Fabian said, "have pledged to show the Henry Fonda collection trailer, bring up the house lights, and conduct an audience collection for a minimum of four days during the next several weeks, at a time when they are featuring a strong program."

During the past week the round-up of top circuits was completed, with the pledging of Fox-Midwest, Faruchon and Marco, Commonwealth Penn Paramount, New England, Fox Inter-Mountain, Smith Management Cinerama, Great States, Balaban Katz, Blatt Brothers, Paramount Gul Skirball, Schine, Solomon, Rugoff and Becker, Comerford, Jamestown, Ramo force, Chertcoff, Interboro, Switow Shor, Trans-Lux, Popkin and Ringe Interstate, Consolidated, Snape Hamid-Waxman, Alliance, Mel Fox Newbury and others.

San Francisco Active

The San Francisco Exchange Area will conduct its campaign during the latter part of August, with Blumenfeld Theatres taking the lead with its early pledge. Robert Naify of the United Theatres is exhibitor chairman, and J. Schmitken of Warner Brothers, is the distribution chairman for this territory.

Fabian said that all Cinerama theatres throughout the country will show the Henry Fonda trailer prior to their permission, and will hold an audience collection.

'Prisoner' Awarded Prize

LUXEMBOURG, July 15—The Arthur Rank Organization film, "The Prisoner," was awarded the 1951 Grand Prize of the International Catholic Office for the Cinema here for the reason "by its inspiration and quality it has most contributed to the spiritual progress and the development of human values."

Alec Guinness stars in the film which describes how a bishop is imprisoned by the Communists confessed to crimes after months of ruthless questioning.

Hansen Sworn In

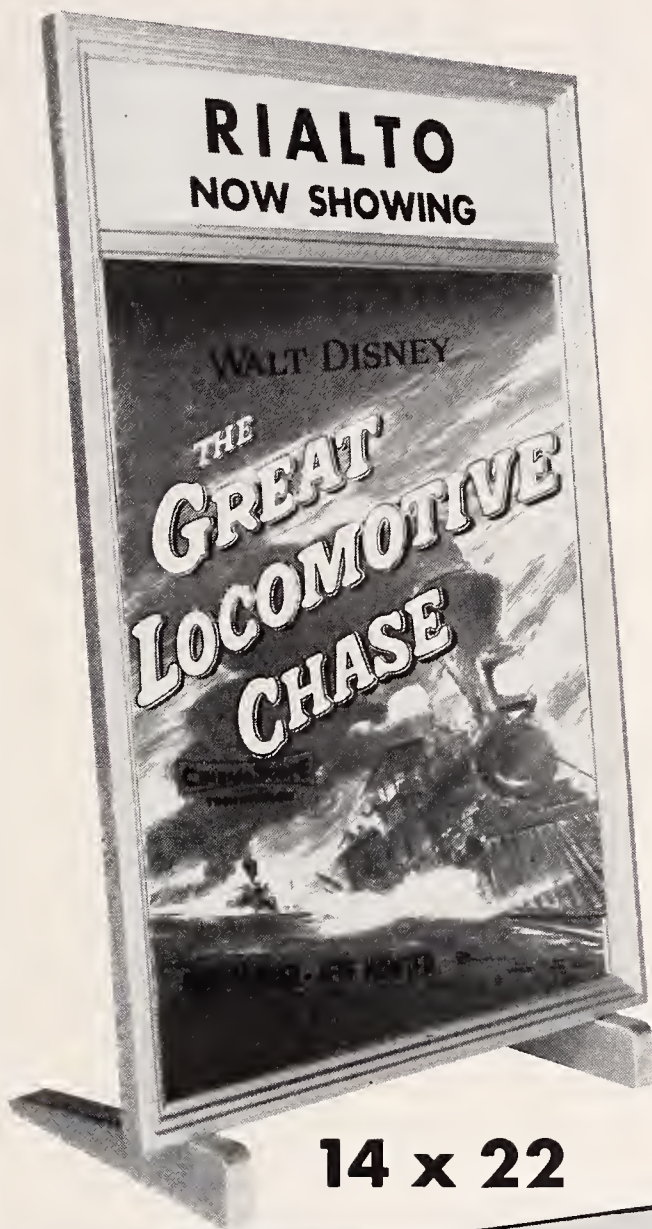
WASHINGTON, July 15—The Justice Department's Anti-Trust Division has a new chief. Victor R. Hansen, former Los Angeles judge, was sworn in as the government's trust-buster on Friday.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building; Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOLLYWOOD 7-2145; Chicago Bureau, 120 South LaSalle Street, Urban Farley, Advertising Representative, Telephone FINANCIAL 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W.C. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone Circle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign; single copies, 10¢.

FRAMED Displayaways



COUNTERS



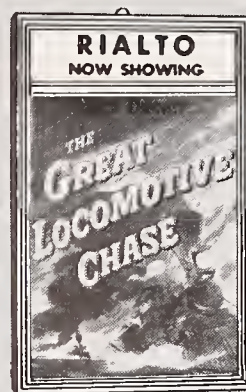
14 x 22

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that pulls in
patrons
wherever
they're seen...
*without extra
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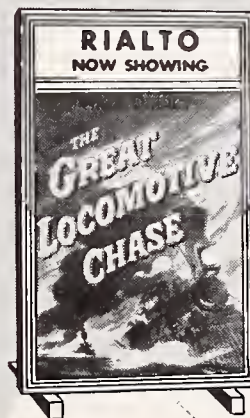
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pictures...handsomely mounted in 14 x 22 footed,
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WALLS



— WINDOWS

**get
'em
all
over
town!**



NATIONAL *Screen* **SERVICE**
PRIZE BABY OF THE INDUSTRY

U. A. Heads Deny Report Of Republic Merger

Arthur Krim, president of United Artists, and Robert Benjamin, board chairman, denied a report published elsewhere that a proposal for amalgamation of the company with Republic had been made to them by B. Gerald Cantor, who holds an option to purchase H. J. Yates' stock in Republic Pictures.

Both said they had never met Cantor nor talked with him.

Sales Heads

(Continued from page 1)

and other industry matters, it was learned here at the weekend.

Following the "informal meeting" of the distribution sales heads, an answer will be immediately forwarded to TOA so that the national theatreman's association can plan their annual meeting further.

TOA president Myron N. Blank renewed his organization's bid for MPAA support in late June when he met with MPAA vice-president Ralph Hetzel and proposed that the distributors give financial support, have a production exhibit at the convention, and help TOA in handling the foreign film personnel who will attend the convention. The TOA convention is set for Sept. 20-25 at the New York City Coliseum.

The MPAA, in the past few years, has hosted banquets at the annual meetings of both TOA and Allied States Association and also has taken booth space at the trade shows run in conjunction with the exhibitor conventions. However, previously, the association used to grant up to \$10,000 for convention support to both TOA and Allied.

The sales managers committee, at its meeting, will also informally discuss the credit card system shortly to be launched in Indianapolis on a test basis, following a survey in that territory of the public reaction to such a plan.

U. A. Progress Report Given



M. P. DAILY PHOTO

UNITED ARTISTS president Arthur B. Krim, at his desk Friday, stressed the "progress" in his periodic progress report. With him, assistant promotion manager Al Tamarin, sales chief William Heineman, board chairman Robert Benjamin, and national promotion director Roger Lewis.

(Continued from page 1)

Artists," inasmuch as the third quarter is traditionally the best.

Justifiably optimistic in view of that record, Krim, who was flanked at the press interview by Robert Benjamin, U. A. board chairman, and William Heineman, vice-president in charge of distribution, said that U. A. has built up "the healthiest backlog of product in the company's history."

That backlog, he said, represents an investment in current and soon to be released product—either in the can, editing or shooting now—of \$50,000,000.

Current Slate of 41 Films

"Our stake in the future is greater than ever," Krim commented. "We have 41 pictures representing a cash investment of \$35,000,000 either completed, being edited or now before the cameras. We have an additional \$15,000,000 invested in pictures recently released."

Citing a line-up of a dozen or more important pictures among those scheduled to go into production later, Krim pointed out that U. A. is maintaining a position of starting new productions in sufficient volume to keep it 10 to 12

months ahead of its release of product. Thus, with a production schedule geared to a minimum of four pictures starting monthly for the foreseeable future, U. A. can assure the theatres of a continuous flow of product for the next three years.

Krim was asked how he would explain U. A.'s continued progress in view of declines in overall industry fortunes earlier this year.

'Still Developing'

"United Artists still is developing," he said. "It hasn't yet reached a plateau representative of its 'normal' operating level. And we're thankful for that."

Replying to a question, Benjamin said U. A. officials are continually giving thought to the sale of backlog films to television, and to the possibility of a public stock issue by U. A. No definite proposal in regard to either has been advanced, he added.

Also at the conference were Roger Lewis, advertising-publicity head; Mort Nathanson, publicity manager; Al Tamarin, assistant director of advertising-publicity, and Burt Sloane, trade press contact.

Decision on UA Support Of 'The Boss' Is Due

A decision as to whether or not United Artists will support Frank and Walter Selzer, producers of "The Boss" for UA release in their contention that the sequence objected to by the Production Code Administration in the film should not be removed to obtain PCA approval, is expected to be handed down this week by UA president Arthur B. Krim.

The Selzers arrived in Washington last night en route to New York for the screening of their film before Krim. In Washington, the production team said they would issue a statement regarding the accusation by Rep. Melvin Price (D., Ill.) that "The Boss" is propaganda.

New England Theatres Report 'Saucers' Grosses

BOSTON, July 15—A record non-holiday weekday gross of \$4,040 was reported at the Pilgrim Theatre here following the opening of Columbia's "Earth vs. the Flying Saucers."

The New England territory saturation campaign by Columbia was kicked off Wednesday. Other grosses to date include \$1,100 at Springfield's Bijou, \$1,600 at Providence's Strand and \$1,200 at the College, New Haven.

Canada Admissions Up

OTTAWA, July 15—Theatre admissions increased 4.9% between April and May this year, a Canadian Government survey showed.

U. A. Record Weekly Gross And Bookings Marks Set

During "United Artists Week," July 1 through 7, the company did a gross domestic business of \$3,640,000, W. J. Heineman, U. A. distribution vice-president, told a trade press conference on Friday.

In the second week of the drive, he reported, the company achieved a new record of 18,000 feature bookings.

TV Probe

(Continued from page 1)

the talent problem." He declared the subcommittee would hear network officials, independent film producers and distributors, UHF station operators and individual tv artists.

The subcommittee wound up the Washington phase of its hearing Friday, taking additional testimony in executive session from CBS president Frank Stanton and in open session from Federal Communications Commission chairman George C. McGowan. The subcommittee Democrats charged that the FCC had done nothing to help UHF station operators and that the commission's July 25 order on de-intermixture was "mere window dressing."

Fund Probers to Hear 'Blacklisted' Entertainers

WASHINGTON, July 15 — House Un-American Activities Committee Chairman Walter (D., Pa.) said his group planned to have as witnesses all entertainers listed in the Fund for the Republic report as having been "blacklisted" on grounds of Communist association.

"We want to ask them where and when they were blacklisted," declared Walter, a sharp critic of the Fund report on employment practices in the entertainment industries. His committee is investigating the purpose and methods of the report.

Legion Revises 'Riffi'

Substantial revisions in the French import "Riffi" have led the Legion of Decency to revise its classification of the film from Class C (condemned to Class B, morally objectionable part for all).

U. A. Claims One-Week Canada Booking Record

During "United Artists Week," July 1 through 7, the company had 14 pictures, or 3½ years of release available in Canada, with 1,738 prints. Of the latter number, 1,694 prints were booked into 922 Canadian theatres in the one week, W. J. Heineman, U. A. vice-president in charge of distribution, told a trade press conference on Friday.

Heineman claimed the performance constitutes an all-time record for any company.



Only 8¾ hours!
Fly UNITED
DC-7s
nonstop to
LOS ANGELES!

"the Continentals"—
two flights daily!

UNITED AIR LINES

Fox, Rank

(Continued from page 1)

three consecutive Sundays of the film's London release, commencing July 22. Estimated cost of the three commercials is £3,000 (\$8,400).

The Rank Organization's first tv commercials will advertise "Jaque-que" and six 15-second spots will be concentrated in the week prior to the film's London release on July 23. Four spots at the peak hour viewing time will go out on the Monday to Thursday AR (Associated-Rediffusion) program and two on ATV at the weekend. At current rates these six spots will cost approximately £2,500 (\$6,000).

Works Closely with BBC

It is pointed out by Fox representatives here that for some time now the industry has been co-operating very closely with both the B.B.C. and commercial tv companies in the production of film programs as entertainment. While it is a great believer in the value of these programs, Fox has always felt that all media should be included in a perfectly integrated advertising campaign. Audience reaction tests have shown that tv is rated first, cinema-goers as a publicity remainder, followed by posters and billboards.

Although the "Smiley" tv advertising is in the nature of an experiment, plans are well advanced for Fox to continue the use of this medium in the London area, with a possibility at a later stage of networking spots.

New RKO Sales Drive

to Honor Daniel O'Shea

Daniel T. O'Shea, president of RKO vice-president in charge of pay's 1956 sales drive, which will be called the "Dan O'Shea Drive," it is announced by Walter Branson, RKO vice-president in charge of world-wide distribution.

The sales competition, with cash prizes for winning exchanges, will run 16 weeks beginning Aug. 31. Among the top RKO productions to be released during the drive are "The First Traveling Saleslady," "Back from Eternity," "Tension at Table Creek," "Beyond a Reasonable Doubt," "Public Pigeon Number One," "Run of the Arrow," "Bundle of Joy" and "The Brave One."

and to new RKO Post

Norman Land has been named to be the new foreign post of publicity manager for RKO in Europe and the Near East, it is announced by Walter Branson, RKO vice-president in charge of world-wide distribution. Land's headquarters will be in Paris.

REVIEW:

Davy Crockett
And the River Pirates

Walt Disney—Buena Vista

WHILE THIS film may fail to measure up to the first Davy Crockett production, it nevertheless has an enormous sales potential at the box office—among the youngsters, particularly, and also for some adults. Fess Parker is again featured in the leading role and he has the assistance of Buddy Ebsen and Jeff York.

As Crockett, Parker puts an air of heroism into his every action. Ebsen is cast as his lifelong friend and the story finds them winding their way out of the forests in Kentucky to board a boat destined for New Orleans to peddle their furs. Much footage is spent on the rivalry between Parker and York, cast as Mike Fink, a boastful river captain, but this feud ends as the two join hands to rout a band of river thieves. The finale sees Parker and Ebsen again leaving "civilization" for the Indian territory.

Three songs, "Ballad of Davy Crockett" (old melody with new words), "King of the River" and "Yaller, Yaller Gold" are introduced quite uniquely and provide additional points of selling for the exhibitor. Bill Walsh produced and Norman Foster directed the Technicolor film which was written by Tom Blackburn and Foster. The pace is slow and casual for the most part but it quickens intermittently to activate the interest of the children.

A short subject called "Man in Space," filmed in color by Technicolor and adapted from the original "Disneyland" television production, is available with the feature, "Davy Crockett and the River Pirates." The short runs for 33 minutes.

Running time, 81 minutes. General classification. For July release.
JACK EDEN

Rank Building New
Theatre in Hamburg

From THE DAILY Bureau

LONDON, July 12 (By Air Mail)—The Rank Organization has announced that it has formed a company for the purpose of building and operating a first-run theatre in Hamburg.

This theatre is at present under construction and is expected to open in late autumn. It is to have 600 seats and will be equipped by Rank Precision Industries (G. B.-Kalee Department) Ltd., for screening films made in wide-screen systems.

This theatre will be operated in close co-operation with J. Arthur Rank Film, the German distribution company of the Rank Organization, in order to ease the difficult first-run situation which exists in Hamburg. This will facilitate the proper planning of the timing of releases of important films not only from Rank studios in Britain but also from outstanding German and other sources.

While the company's plans do not involve any large-scale acquisition of theatres in Germany, consideration is being given to the acquisition of a limited number of first-run outlets in other major cities.

Stanley Warner

(Continued from page 1)

equivalent to \$1.01 per share on the common stock then outstanding.

Theatre admissions and merchandise sales, rents from tenants, etc., for the 39 weeks ended May 26, 1956, amounted to \$70,758,100, as compared to \$68,630,600, for the same period ended May 28, 1955.

The net profit for the quarter ended May 26, 1956, after all charges was \$400,100, as compared to \$600,500 earned in the same period during the prior fiscal year. This is equivalent to 18¢ per share on the common stock outstanding as compared to the 1955 quarter's earnings of 27¢ per share on the then outstanding shares.

Bendick Joins

(Continued from page 1)

as "one of the most brilliant men in the entertainment world," joins the company immediately. Prior to resigning NBC producership to join Whitney, Bendick had produced "Wide Wide World" and "Today," among other shows, for that network. Earlier he had received the Peabody Award for his "United Nations in Action."

PEOPLE

William K. Hughes, Australian Olympic Committee director, who will arrive here tomorrow from Europe, is expected to render the decision as to whether or not four American agencies furnishing news film to tv stations will be permitted to film the November Olympic Games in Melbourne.

Lynn Farnol, public relations consultant to Rodgers and Hammerstein and Cinerama, will leave here tonight for the Coast, where he has scheduled two weeks of publicity conferences.

Paul Wieck has been named operations and credit manager of Du Mont, New York, Inc., distributing subsidiary of Allen B. Du Mont Laboratories. Wieck for many years was credit manager for Du Mont's television receiver division.

Leonard Shannon, Disney studio publicist, is conferring here in connection with the campaign on Disney's forthcoming "Westward Ho the Wagons."

Mrs. Alice M. Gorham, director of publicity for United Detroit Theatres, has one foot in a cast as a result of an accident in which she broke a bone.

Self-Regulation Group
Continuing Film Study

The self-regulation committee of the Motion Picture Association of America met late last week to continue its study of all phases of the motion picture industry's self-regulation and to bring chairman Barney Balaban, president of Paramount Pictures, who had been in Europe, up to date on the progress made by the group.

Chile Wins in Loew's
International Competition

Chile, under the direction of manager John O'Brien, has placed first in the 1956 Arthur M. Loew Tribute, annual inter-office quota competition among Loew's International's foreign offices, the company announced.

Other offices which exceeded their quotas in the 10-week event were France, Robert Lacoste, manager; Indonesia Alex Wenas manager; Finland Abbe Drisin manager; Australia and New Zealand N. Bernard Freeman, managing director, and Israel, Edward Castro, manager.

IN
SUPERSCOPE
235

SUPERSCOPE STANDARDIZES
THE WIDE SCREEN

ONLY SUPERSCOPE PROVIDES ANAMORPHIC
RELEASE PRINTS FROM STANDARD "FLAT" NEGATIVES

PRINTS BY TECHNICOLOR OR IN BLACK AND WHITE

IN
SUPERSCOPE
255

2:55 SCREEN ASPECT RATIO WITH MAGNETIC SOUND

2:35 SCREEN ASPECT RATIO WITH OPTICAL SOUND

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

On Making Receivers

► A couple of days before the event (CBS's official announcement last Wednesday that it was discontinuing the sale and manufacture of TV and radio sets), Paul Galvin, president of Motorola, in an interview in Chicago, predicted that there would be no more than six or eight receiver manufacturers within a few years. Said Mr. Galvin: receiver manufacturers are going through a "shaking out" period, an internal upheaval in which the weaker manufacturers will go by the board and which will eventually lead to a more stable market. Industry sales this year are down about 15 per cent while inventories are at an all-time high. By its action, CBS joins in (set manufacture) retirement such as Arvin, Capehart - Farnsworth, Sentinel (now owned by Magnavox), Sperton, Stewart-Warner, Stromberg-Carlson and Raytheon, all of whom pulled out within the last two years. Of the current producers, Mr. Galvin said five probably did more than 50 per cent of the business—RCA, Motorola, Philco, Admiral and Zenith. The order of precedence is Mr. Galvin's.

On Selling Receivers

► There appears to be little rhyme or reason behind the fluctuating figures marking the set production, month-by-month, and the retail sales of radio and television sets. The Radio-Electronics-Television Manufacturers Association reports that for May both production and sales of TV sets increased over April; TV set sales were below the May, 1955, level; radio set sales were up in the same relative periods, while TV set production in May increased over a year ago. During the first five months of 1956, it is reported, 2,862,177 TV sets were produced and retail sales totaled 2,428,888.

Money & Confidence

► Jack Gross and Phil Krasne, owner-operators of California Studios in Hollywood, not only have the confidence to put up their own money to produce the currently shooting series of 39 half-hour films based on O. Henry, but they are ready to use the series to get back into the distribution end of

the business. Mr. Gross, who with Mr. Krasne a year and a half ago sold his interest in United Television Programs, Inc., to MCA, said last week that if "network interest" in the series has not been established by September—when the first 13 stories will have been filmed—Gross-Krasne, Inc. will use the series to form another syndicated sales organization.

Public Relations

► The public relations of the National Association of Radio and Television Broadcasters is coming in for a close once-over. Harold E. Fellows, president of the association, has announced the appointment of a board committee to study the association's public relations activities. A meeting of the committee has been scheduled for July 25 at NARTB headquarters in Washington.

Big Billings

► The Hal Roach Studios commercial division had a happy duty to perform when it posted a 57.8 per cent increase in billings for the first six months of the fiscal year as compared to 1955 half-year figures. Sidney S. Van Keuren, vice-president and general manager, was the most happy fella announcing the figures. He added that the percentage increase almost eclipses the total billings for all of 1955, and was predicated on the winning of 12 new major advertisers during the January-June period. The production head further revealed that the bulk of new business continues to be placed by New York and Chicago agencies, attesting to the ever-increasing swing from east to west in commercial film production.

Private Wire

► Irving B. Kahn, president of the TelePrompster Corporation, last week in New York had some further words to say concerning the formation of that private wire communications system in the TV industry. Mr. Kahn heads a committee of 16 industry executives which is currently studying the system that would be administered by an association comprising, in membership, the benefactors of the system. Other studies are under way to confirm preliminary figures

regarding savings in costs and increase in efficiency. Under the plan, Western Union would provide land lines and punched tape recording and transmitting equipment. Cost of installing the wire over some 35,000 miles and the establishment of five switching centers is estimated by Western Union to be between \$3,000,000 and \$5,000,000.

Honorary Title

► Dr. Lee de Forest, often referred to as the "Father of Radio," has been appointed as Honorary National Chairman of the Board of Governors of the National Edu-

cation in Science Foundation Beverly Hills. The foundation conducting an intensive campaign in radio, TV and films to have scientists presented in a more favorable light so that youngsters will want to study sciences and eventually eliminate the shortage of engineers.

Serials to TV

► Some 31 Universal serials made between 1936 and 1947 have been sold to Hygo Television Films, Inc. The deal gives Hygo exclusive TV rights. (Continued on opposite page)

In Our View

IT NOW comes to our attention that by some bewildering alchemy of natural phenomena, days and weeks have flowed into months, it is mid-July once again, and one whole year has passed since Television Today first fell into the air-conditioned clutch of a television executive.

A huge number of energy units have flown across TV screens, decisions without number have bounced across executive desks, and innumerable problems have beset the seats of the mighty—and the not-so-mighty, in this year of progress. For progress there has been, without question. There are those who would argue the matter, and those whose super-critical eye lights ever upon that which is wrong and overlooks that which is good, or right—or at least aims in the proper direction.

The year has seen Congressional searchlights played upon the manifestation of "bigness" which exudes from the major networks, and yet "bigness" as such has no inherent harm, and has contributed much to the industrial greatness which is America. And so, too, with television. In its offerings to the public Television has progressed well, indeed, if not always too wisely, but that is in the nature of a growing, developing medium only to be expected. The important point is that television, program-wise, has been striving, constantly and unremittingly, and at a cost which only "bigness" would permit, to reach for higher standards in its presentation to the public.

It is notable in this year past that television has come to understand the vital, responsible role it has come to play in the affairs of the nation, and recognizes the basic obligation it has as a public servant, a servant who has rights, but only as they stem from the will of the public served. In the year past, the elements of which the industry is composed have fought their own competitive fight, and will continue to do so, but the fight has been clean, and the public has not suffered, and in that the whole nation has gained.

—Charles S. Aaronson

SPOTLIGHT

(Continued)

theatrical rights to the property throughout the world, in perpetuity. The actual deal was signed between Serials, Incorporated, a subsidiary of Hygo, and Universal. The serials will make a formidable addition to TV time. They average 13 episodes each for a total of 404. Some of the titles, which will look good on TV calendars: "Jungle Man," "Great Alaskan Mystery," "Real Mounted Rides Again," "Bag Busters," "Scouts to the Rescue" and "Winners of the Year."

TV Contract Chart

ABC Spot Sales for the fourth consecutive year has issued its radio-TV time contract chart, which sales time buyers to determine quickly the dates of contract terminations. The chart, which has much favorable comment, consists of a two-year calendar covering July, 1956, to June, 1958. By means of a sliding scale, the expiration date of a contract for 6, 39 or 52 weeks can be determined with ease. The handy time-saver is now being distributed to media personnel in leading agencies.

De Grey on TV

Western doings will replace some of the classroom and gym time as the Dick Powell-Zane Grey Theatre makes its debut in the usually occupied by Our Miss Brooks come October 5 over CBS-TV. A total of 75 stories have been amassed for use in this filmed series featuring the famed Grey Western tales. Dick Powell will appear as host on every show, and on frequent occasions will don a cowboy hat and spurs to star in reproductions. Instant Maxwell Coffee will sponsor the series.

Negligence Scored

The producers association in Mexico City has been objecting to what it calls negligence in the making of TV shorts in Mexico for a side exhibition. Production, it claims, has no supervision or censorship, with the result that sprawling commentaries on Mexico get widely exhibited north of the border. Singled out for special mention are characterizations of drunken cowboys, absconders and rapists.

Queen's" Growth

In less than six months' time, Queen for a Day has jumped into the position of television's number one daytime network show, prompting NBC-TV to do a little rearranging of its schedule. Two weeks ago the former 30-minute show was extended to a 45-minute length, 4-4:45 P.M. EDT, replacing Date with

MEMO TO THE EDITOR

**OUR MAN TAKES TIME OUT TO THINK
—ABOUT A YEAR OF TELEVISION**

DEAR SIR:

You undoubtedly know that this morning's edition of *Television Today* marks our first anniversary, an occasion which clearly calls for throwing another log on the Mergenthaler and lighting up a mellow cliché, one (to borrow from a current madrigal) that tastes good like a cigarette should.

As Winston Churchill said when he sat down to write his monumental "History of the English Speaking Peoples," the first 100 years are always the hardest—a thought which we might ponder on this happy, sentimental morning.

It seems like only yesterday that you supervised the installation of that 21-inch RCA receiver in my digs and left with the instructions to watch as much as I could physically bear. At the time, of course, I had no idea that it was a special, two-way job, and that when I was not watching it, it was watching me. I'm not carping. I've become accustomed to the blank, green face observing all that goes on in my most private moments. Like some women, it exerts a mysteriously hypnotic attraction with the added advantage that it can be turned on and off, almost at will.

It's difficult to realize that but 52 short weeks ago I was so naive I thought a *pilot film* was a TV show about fliers, that *camera mobility* referred to the slightly wobbly effect on some dolly shots, that *canned laughter* was the sardonic attitude taken by an ad agency man when he got fired and that a *remote* had reference to the distance between me and my set at any given moment. I've learned a great deal, but I've also lost something which can never be recaptured: the complacency that exists in the belief that the known world is comprised of just five boroughs.

Since those first halcyon days when *Television Today* was in process of conception, our staff has wandered the world—Antarctica, India, the south of Elvis Presley—and reviewed an average of nine hours of television programming each week, which average does not include the programming viewed without review. We have in 52 weeks spent a conservatively estimated total of 468 hours in front of our boxes.

Following the lead of the network research staffs, we may say that this total is equivalent to the time we might spend in making 17 round-trip flights between New York and London, in chatting at 234 press cocktail parties, in viewing 312 features length films or in pushing, with our nose, a peanut from Putney, Vermont, to Brattleboro. (In network circles, this is known as statistics animation, requiring

Life, which has left the air, and Modern Romances, which moved to the 4:45 P.M. time spot. Since it went on the air last January, Queen for a Day has been a consistent leader in the 4:30-5 P.M. spot with an average Nielsen rating of 12.5 or 45 per cent of the viewing audience.

Programming

► Superior programming as the avenue to greater station prestige and success is the recipe set for himself by Ward L. Quaak, who August 1 assumes his new post

as general manager of WGN, Inc., Chicago, operating WGN-TV, for Crosley Broadcasting Co. Mr. Quaak quite wisely pointed out that the broadcasting industry is subject to constant scrutiny, and said: "Unless we perform on the highest plane we are inviting Government control of programming."

Football (TV) Huddle

► The CBS-TV sports staff last Wednesday in New York's Savoy Plaza went into a plush huddle with pro football heads concerning the ironing out of an intricate

a certain amount of free association of elegant ideas.)

It is argued in some circles that the critical judgment tends to get as blunted as a female nerve when subjected to the variety and number of TV shows as our staff has been in the last year. This, however, is silly. It may be that one member of our staff, a little punchy after 18 hours of continuous duty, insisted on criticizing the quality of the film used on a totally live show, but generally we get no punchier than the lay audience and we, of course, are always on the lookout for the first symptoms of punchiness (like not applauding the Hazel Bishop commercials or forgetting to write away for the Kraft recipe booklet).

I believe it is part of our function to view—in your words—as much programming as we can physically bear. In this way only can we write of Maurice Evans' "Taming of the Shrew" in light of Jackie Gleason's *The Honeymooners*—to the detriment of neither, of Noel Coward's "Blithe Spirit" with memory of Our Miss Brooks, of an in-person appearance by Lou Nova and a characterization by John Cassavetes, of the wedding in Monaco as compared to a production number by the June Taylor dancers. Like life itself, TV programming is an unending cycle, the comprehension of which requires a tremendous variety of experience, as well as a Saarinen posture chair.

Reviewing, however, has taken up only a fraction of our time in the last year. We've attended press conferences, tracked down reticent executives and in turn been trapped by voluble press agents.

We've tried to equate—constructively—the vast number of feature films the motion picture companies have sold to TV with the same companies' statements that TV is putting a dent in certain areas of their business. We've tried to make sense out of audience ratings, encouraged intelligent commercials and berated laborious hard-sell.

We've sat through innumerable presentations relating to audience penetration and cost per capita. And we will continue to do so in the coming year, even if, at times, we suspect that all audience penetration and cost per capita graphs are made up in the same Third Avenue loft. It's long been our belief that there is just one vast kitchen, probably underneath 14th Street somewhere, that serves all the Chinese restaurants in the city. But we won't say so until we can prove it.

The first 100 years are the hardest. We have only 99 more to go before it becomes easy—and, probably, not nearly so much fun.

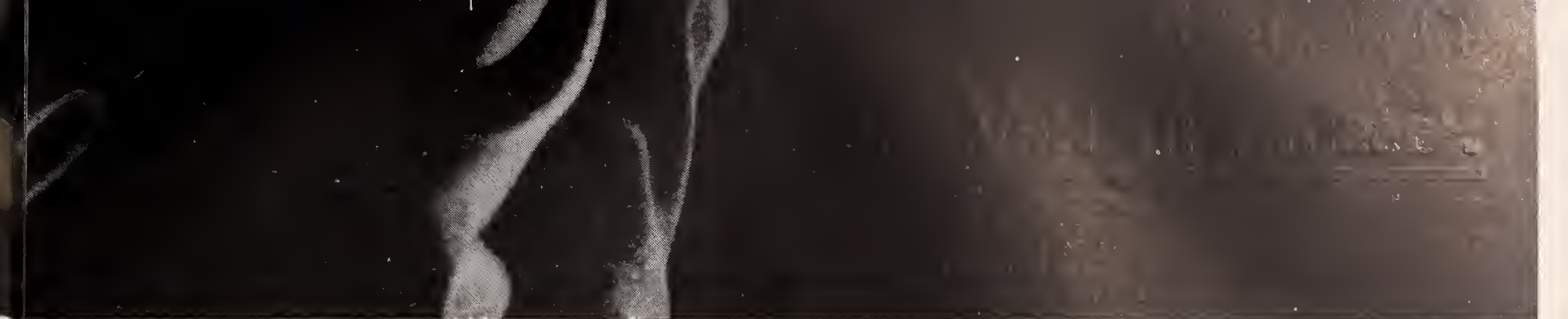
VINCENT CANBY

plan to cover 63 pro games this fall. All play-by-play announcing teams, producers and directors assigned to the 11 clubs included on the CBS schedule participated in the meeting. The necessity for the huddle can be seen from the fact that at certain times CBS-TV will be covering as many as six games simultaneously.

TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.



watch
closely!



television's incredible statistics can be even more bewildering in this record year—if you don't watch them very carefully all the time.

Take the question of measuring* a program's popularity. Do you count the *total audience*—the number of people who tune in during the course of a program (*including* those who tune out after sampling it), or do you measure the *average audience*—the number of people who watch it during the average minute?

Without a single family changing a minute of its viewing behavior you can arrive at a surprisingly different set of figures.

The *total audience*** measurement can produce the most astronomical numbers. But the *average audience* concept has far greater value for a sponsor. Because it is a much more accurate index of the number of people who have seen an advertising message, it has clearly gained more acceptance in the industry.

The clearest single fact about the 1955-56 television season to date is that on an *average audience* basis CBS Television broadcast 7 of the 10 most popular programs at night and 8 of the top 10 in the daytime.

Moreover, its average program had a 12% larger rating at night and a 64% larger rating during the day than the second ranking network.

A record that continues to establish **CBS TELEVISION** as the world's largest advertising medium.



*All data based on NTI Averages: October '55-April '56

**On this basis too, CBS Television comes out ahead with 6 of the top 10 nighttime programs, 8 of the top 10 daytime programs, and averages both day and night 1 million more viewers than the second ranking network.

Passing in Review

IT WAS A SIGN OF THE PRESENT SEASON rather than of the times that two of last week's best shows were film repeats of shows seen in the 1955-56 season. Tuesday night NBC-TV's Armstrong Circle Theatre featured a kinescope recording of its "Man in Shadow" starring Harry Townes and Leora Dana and a fine example of what the Armstrong "actuals" have come to do so well. The following evening CBS-TV's 20th Century-Fox Hour brought back its 45-minute film version of "The Late Christopher Bean," to reconfirm the original opinion held here that the Thelma Ritter-Gene Lockhart show might be the best in the 20th-Fox series. It was so good, in fact, that an ill-timed, intrusive and generally offensively-placed General Electric commercial within the show's first seven minutes did not destroy the total effect.

Among the week's disappointments were the Alcoa Hour's haphazard highland fling at a comedy, "The Piper of St. James" on NBC-TV (Sunday, July 8) and the same network's Kraft Theatre presentation of "The Long Arm" Wednesday night. The latter, written by Marjorie and George Faulkner, started off well enough along semi-suspense lines, and then frittered away its time with some interesting but not very dramatic observations on the nature of justice and the law ("justice is not one of the laws of nature"). The authors so earnestly planted in the first act the means for their third act denouement that the climax was anti—.

The delights of the week were almost incidental, including Senator Mike Mansfield's straight-forward, articulate appearance on Martha Rountree's second Press Conference show, NBC-TV Wednesday night. If this quality holds, Press Conference could become television's top public affairs discussion program. On another level entirely, but surprisingly good viewing, was the return engagement of the talented Michael Brown group on NBC-TV's Tonight Monday night. The group, which does spirited dance-song versions of folk spirituals, should be seen around much more often. Also providing pleasant moments, and seemingly with no effort whatsoever, is ABC-TV's Eddy Arnold crew, featuring Chet Atkins and his right arm, which is a guitar. For them, somehow, Wednesday night seems a little less hectic. Elsewhere:

STUDIO ONE SUMMER THEATRE: "Song for a Summer Night," CBS-TV, 1 Hour, 10 P.M., EDT, Monday, July 9, 1956. Live from New York. For Westinghouse.

One of these Monday nights producer Robert Herridge is going to come up with a production that scores in all departments and realizes the various promises made individually in each of his shows thus far. "Song for a Summer Night," written by Charles Garment, was perhaps the most interesting show of his summer series from the strictly physical point of view. It utilized a carefully stylized set that somehow managed to suggest (almost at one and the same time) two city apartments, a back alley and a Dixieland jazz palace, all bathed in the atmosphere of the sweltering city. These backgrounds, indeed, were a lot more fascinating than the foreground action, involving an unintentionally irritating character, a successful lawyer, who has become obsessed with the idea that life is passing him by. The lawyer hankers to recapture his youth by playing Dixieland jazz and the entire business of Mr. Garment's script was concerned with his terrible realization that he must adjust to his drab, non-musical ex-

istence. As written and played, there was little sympathy for any of the people, principally because their troubles were never defined except in the most general, banal fashion. Kenneth Utt starred and Karl Genus directed. The production also featured an oppressive theme melody that forced itself on the viewer's consciousness with the persistence of a migraine headache. A little bit of theme goes a long, long way.

SUMMER ORIGINALS: "Duel at Dawn," ABC-TV, ½ Hour, 9 P.M., EDT, Tuesday, July 10, 1956. Film. For General Electric.

An interesting comparison between the story-telling abilities of radio and television could have been made last week by the alert (or simply anti-social) citizen who might have been switching the dials of both instruments. Ten days ago Alexander Dumas' well-known short story, "The Duel," was featured in a first-rate radio transcription, starring Laurence Olivier, over ABC Radio's Mystery Time. This was followed last Tuesday night by Summer Originals' watered-down film version of the same classic, produced by and starring James Mason and adapted by two men who didn't even have the politeness to give Dumas any credit whatsoever. Mr. Mason's version, directed by Roy Kellino, was technically competent. It also was a dull re-counting of the 18th century tale from which Dumas' sardonic twist ending had been amputated to allow for a happy fadeout. This really is not a legitimate basis for a dis-

cussion of the comparative merits of radio and television drama, of course, but among viewers who also heard the Olivier version, there must have been some questioning of the old adage that seeing is believing.

FORD THEATRE: "The Lady in the Wind," NBC-TV, ½ Hour, 9:30 P.M., EDT, Thursday, July 5, 1956. Film. For Ford Motor Company.

Once again is proved that very often the performance of expert players can of itself bring a routine dramatic offering a cut above its run-of-the-mill fellows. In this instance Teresa Wright has the accomplished help of Claude Dauphin and some assistance from Kerwin Mathews. The theme is that of a young lady who has turned often to her employer, Dauphin, for guidance since her parents' death. But when she marries a young artist who is rather too deeply immersed in his work, problems ensue, and when she again seeks the advice of her employer, the young husband misunderstands and trouble is bred. It may sound trite, but keenly perceptive performances of depths and skill counteract any such weakness. Especially effective is Miss Wright. The writing is relatively par for this type of brief television dramatic effort, and the direction is better than most of its kind.

SCREEN DIRECTORS PLAYHOUSE: "White Corridors," ABC-TV, ½ Hour, 9 P.M., EDT, Wednesday, July 11, 1956. Film. For Eastman Kodak Company.

There are moments of taut suspense which would do credit to any play in this effort, but the over-all effect is marred to a certain extent by the inclusion of occasional bits of dialogue which are unbelievably cliché, and a setting which strains credulity since adequate explanation is not forthcoming. In general, however, with Linda Darnell offering a well-polished professional performance, it comes off quite effectively. She is supported by John Bentley and Scott Forbes in particular, as doctors. Miss Darnell, American tourist, brings a friend to a London hospital for an emergency operation, and accidentally comes upon a murder. Her efforts to convince the doctor to whom she appeals meet with doubt, until in a tightly-written and well played final sequence, she proves her contention and the criminal, one of the two doctors, is apprehended. Ted Post directed well, but he permitted a lapse or two, which is especially harmful in a half-hour show.

THIS IS SHOW BUSINESS, NBC-TV, ½ Hour, 8:30 P.M., EDT, Tuesday, July 10, 1956. Live. from New York. For Hazel Bishop.

For some peculiar reason which may very well have its origins in format, four attractive and/or intelligent people came across in a manner that most kindly can be

described as lethargic in last week's installment of "This Is Show Business." The four included host Milton Fadiman and panelists Burrows and Betty and Jane K. Mr. Fadiman introduced for discussion the question of whether not Arthur Miller will be able to find happiness in his new marriage. Underneath the ensuing banter there was the obvious impression that all felt the subject was no concern to them at all, which isn't. Similar talk of equal importance (and led by the man-made radio's Conversation so much fun!) was padded out with the introduction of two variety acts making their very inauspicious work debuts. A rock and roll singing duo, in fact, looked for the world like one of the K. Sisters' famous parodies. Created and produced by Irving Mansfi

HOLLYWOOD

HOLLYWOOD: There's talk around town that Casey Tibbs, young, personable, world's champion cowboy, who appeared in Screen Directors Guild Playhouse segment last week, can use the film as a pilot for himself and director Tay Garnett to launch new series. . . . Mort Fine and Dave Friedkin are enjoying switch to making a feature film. Dore Schary at MGM, but he's their hooks out for another series as soon as the "experience" is over. . . . Irv Brecher is beginning to sound like Groucho Marx after their Oregon fishing trip.

Martin Leeds is due back in Desilu's next week after six weeks in the east. Things should start humming again at the Motion Picture Center on his return. . . . Horriet Williams, Peter Goelet's assistant, got acquainted with the city and cultural group's heads, acting in National Audience Board work on the west coast, on her first trip to Hollywood and San Francisco. Miss Williams told us the NA Newsletter will eventually provide the mainspring of the non-profit organization. . . . The Television Bureau of Advertising's unique wide-screen presentation of its research results earned a well-deserved round of applause from west coast advertising leaders, who witnessed the event at the Ambassador's Coconut Grove.

Top personnel of Storyboard, which closes its west coast office this week, have banded together to form Quartet Films, Inc., with headquarters at the same address. Arthur Babbitt, animation director of the award-winning "John and Marsha" commercial for Snowdrift, will be in charge.

Johnny Green, general music director of Metro-Goldwyn-Mayer, will conduct two Woolworth Hour programs over CBS-TV network July 22 and July 29. Nadine Conner of the Metropolitan Opera and Joe Bushkin, popular pianist, are scheduled as the stars for the July 22 program.



The Show-Makers

Robert Sterling has been signed master of ceremonies for the 57 programs of General Electric The 20th Century-Fox Hour. The hour continues through the summer, with repeat telecasts of most successful dramas pre-recorded on alternate Wednesdays starting September 5. The new fall series will start September 19.

★

Erley Yamaguchi, Duke Elington, Morey Amsterdam and Karlhoff will be among the stars on the opening show of Maxie Laine Time, hour variety show starting August 1 as a Summer replacement for Arthur Godfrey over CBS-TV.

★

An Bancroft, Warren Stevens and Peter Graves co-star in "The Day" on Spotlight Playhouse teleplay, July 17 on CBS-TV. Peter Gregory directs. Eugene Solow adapted the teleplay from a story suggested by Gladys Hasty Carroll.

★

Lida Darnell and Trevor Howard star in CBS-TV's 20th Century-Fox Hour's production of "Deception" on Wednesday, July 25. Sam Taylor produced and Jules Bricken directed.

★

Vincent J. Donehue, TV and radio director, has been signed by

Who's Where

week these changes:

ALBERTS will join WNDU-TV as sports director and staff announcer, it is announced by BERT G. BARTH, vice-president and general manager. He was formerly sports director for the Armed Forces Radio and TV Service in Los Angeles.

ROBERT DRUCKER, associate producer at Transfilm, New York, has been appointed head of the firm's Los Angeles branch, it was announced by WILLIAM MIESEGAES, president of the TV commercial and industrial film company.

ALBERT DOWNING recently joined Westinghouse Broadcasting Co. as merchandising manager for WY and KYW-TV in Cleveland, Ohio. Mr. Downing comes to Cleveland from Cincinnati where he was in the Crosley Broadcasting company.

ALAN J. KELLY has joined Guild as its commercials division in another step in the company's expansion program. Mr. Kelly was formerly merchandising manager

CBS-TV to an exclusive television directing contract for the coming season, it is announced by Hubbell Robinson, Jr., executive vice-president of CBS-TV.

★

"The Partners" stars Luther Adler, Virginia Vincent and Mark Richman on the United States Steel Hour Wednesday, July 18. The offering is an original teleplay by Bernard C. Schoenfeld. Elliott Silverstein will direct.

★

Dick Haymes, Henny Youngman and Sister Rosetta Tharpe share the spotlight on "Stage Show" Saturday, July 21 on CBS-TV. Jack Philbin is executive producer and Frank Satenstein is director.

★

Kathryn Grayson and John Ericson co-star in "Shadow on the Heart" on General Electric Theatre Sunday, July 22 on CBS-TV. Ronald Reagan is on-air supervisor.

★

Tic Tac Dough, a new Monday through Friday audience participation program featuring Jack Barry as master of ceremonies, starts on NBC-TV Monday, July 30. It is announced by Richard A. R. Pinkham, vice president in charge of programming for NBC-TV.

for WABC-TV in New York. He will serve as an account executive under WALLY GOULD, director of the division.

BERYL DENZER, associate producer of CBS Public Affairs in Washington, has been elected president of the Washington Chapter of "American Women in Radio and Television," succeeding ESTHER VAN WAGONER TUFTY.

The appointment of three regional sales supervisors has been announced by EDWARD A. MONTANUS, central sales manager for NBC Television sales. They are SEYMOUR EATON, north central sales supervisor; RICHARD A. BALDWIN, south central sales supervisor, and ROBERT B. BERSBACH, Chicago sales supervisor.

WILLIAM DAVIS has been named an account executive in the New York office of CBS Television Spot Sales, it is announced by TOM JUDGE, eastern sales manager. Mr. Davis, transferred from the Chicago office of TV Spot Sales, replaces ART ELLIOT, who was recently promoted to midwestern sales manager in Chicago.

The appointment of ALBERT ODEAL to the new post of director of film

Playhouse 90, Due in Fall on CBS, Has Manulis and Ambitious Plans

by SAMUEL D. BERNIS

HOLLYWOOD: The CBS-TV network has set a well-planned trap to capture the Thursday night audience with two and one-half hours of dramatic shows starting at 8:30 P.M., Climax and late Fall debut of Playhouse 90.



Martin Manulis

Mr. Manulis, who left his producer post with Climax to handle the new series, was prophetic in viewing the impact of the Thursday nights on CBS-TV as the forerunner of similar "double-feature" TV attractions on other nights of the week. Playhouse 90 will be presented live, with one filmed show, produced by Screen Gems, shown every fourth week. Eva Wolas, formerly story editor for Mr. Manulis on Climax will produce the filmed presentation under Fred Briskin's supervision.

There will be four sponsors picking up the \$100,000 show tab for the new series each week. Two of the sponsors will alternate with the other two each week for the major commercial pitch. Ronson, Bristol-Myers and Singer Sewing Machine already are committed. The fourth sponsor, to be announced, is currently negotiating. An increase in story budget has

for WRCA-TV has been announced by WILLIAM DAVIDSON, station manager of WRCA-TV. Mr. Odeal has been film director of KYW-TV (formerly WNBK) Cleveland, since 1948. In his new capacity, he will supervise film purchases.

Four production executives of WBKB, ABC-owned and operated station in Chicago, have been selected to direct segments of ABC-TV's coverage of the Democratic Presidential Convention in Chicago, which begins August 13. The appointments were made by JOHN DALY, ABC vice-president in charge of news, special events, sports and public affairs. Those named were GROVER J. ALLEN, WBKB's executive producer; RICHY VICTOR and CARL TUBBS, director producers, and HERB CUNIFF, director.

been provided to protect the quality of the show, Mr. Manulis pointed out. Original scripts will be purchased at approximately \$7,500, while the rights to plays, novels and magazine stories will have a ceiling of \$5,000 plus adaptation costs, which may run an additional \$3,500. Mr. Manulis expects to have 20 scripts ready by September. Sixteen are now being written. The series will open with Rod Serling's adaptation of Pat Frank's novel, "Forbidden Area," a story about the Strategic Air Command.

Listing as examples the caliber of shows to be expected, Mr. Manulis spoke of "Sincerely Willis Wayde," which Frank Gilroy is adapting from John P. Marquand's latest book; Maxwell Anderson's play, "The Star Wagon," which Eleanor Griffin is adapting (Miss Griffin wrote the screenplays of "A Man Called Peter" and "Good Morning Miss Dove" for 20th Century-Fox); and Gore Vidal's original script, based on his grandfather, Senator Gore, second youngest Senator in the U. S. and blind since childhood.

Screen Gems' first of eight films for the series, "The Country Husband," has already been completed and stars Frank Lovejoy, Barbara Hale and Felicia Farr. Mr. Manulis also plans to feature multiple-star-casting on the live shows, using four or five top stars in each.

The producer will have three complete units operating at all times with a director at the head of each. John Franklin, Ralph Nelson and Vincent Donehue have already been assigned to the director posts. Mr. Donehue will do four shows and then be replaced by Arthur Penn.

TALENTLESS TELEVISION ATTACKED

George Jeon Nothan, dean of dramatic critics, says that the competition offered the stage by television is about as fierce as that offered the New York Philharmonic by a Trinidad Calypso band. But he doesn't stop at this. Writing in the current issue of Esquire, Nothan clows through the guts of TV and bores its very soul. His outspoken report on talentless television, its "gook" and its writers will draw nods of appreciation from some quarters and stern condemnation from others. No matter which side of the fence you stand on, don't be unprepared for an explosion from Video Land. Be sure to get your copy of

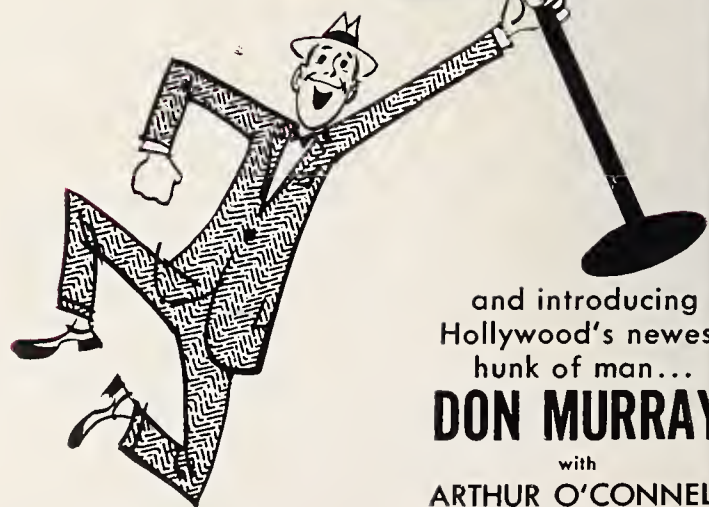
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NEW YORK, U. S. A., TUESDAY, JULY 17, 1956

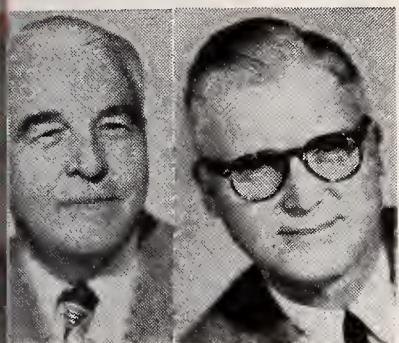
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Frank J. A. McCarthy, Southern
Canadian sales manager for Uni-
Pictures for the past 15 years,
been promoted to the post of as-



A. McCarthy Henry H. Martin

but general sales manager to re-
the late Raymond E. Moon, it
announced yesterday by Charles
(Continued on page 6)

Plans for Allied Meet Dallas Are Finalized

Special to THE DAILY
DALLAS, Tex., July 16—Plans have
e completed for a convention of
e Allied States Association of Mo-
Picture Exhibitors at the Statler
Hotel here, Nov. 27-29, ac-
cording to a joint announcement by
Is Gordon, general convention
man of the group, and Robert F.
(Continued on page 6)

Services for H. J. Cleary Take Place Tomorrow

Solemn Requiem Mass will be
tomorrow at 10 A.M. for Harold
Cleary, 69, vice-president and
erurer of Loew's Theatres, who
e here on Saturday, at the Holy
aily Roman Catholic Church, New
elle, N. Y.
Cleary, who lived in New Rochelle,
(Continued on page 2)

F. Ricketson N.T.Gen.Mgr.

Special to THE DAILY

DENVER, July 16 — Frank H.
Ricketson, Jr. president of Fox Inter-
Mountain Theatres, here, has been
appointed general manager of Nation-
al Theatres, Los Angeles. The ap-
pointment was made, it is stated, due
the decision of Elmer C. Rhoden, Na-
tional Theatres president, to devote
more of his time to "Cinemiracle"
and the production of films in the
new wide-screen process.

Already a vice-president for Na-
tional and manager of the Eastern
(Continued on page 2)

New Warner Posts to Martin and Meihofers

Thomas J. Martin, formerly assist-
ant treasurer of Warner Bros. Pic-
tures, Inc., has been appointed con-
troller of the motion picture com-
pany and Walter Meihofers, formerly
auditor, has been appointed assist-
ant treasurer, it was announced here
yesterday.

These appointments follow the
resignation of Samuel Carlisle as
controller of Warner Bros., although
Carlisle is continuing with the
film company in a consultant capacity.

Would Exempt Admissions of \$1 and Less

House Unit Approves A Modified Tax Bill

Chances of Passage This Session Seen
Slight; Time Element Is An Obstacle

By J. A. OTTEN

WASHINGTON, July 16—The House Ways and Means Committee today
voted to boost the Federal admissions tax exemption from 50 cents to \$1.00.

Under the committee decision, motion picture theatre tickets or other
admission charges costing \$1 or less
would be completely free from the
Federal 10 per cent admission tax.
Tickets costing over \$1 would be
taxable on the entire amount, how-
ever. That is, a \$1.20 ticket would
have a 12 cents tax.

Coyne 'Encouraged' by Action on Tax Bill

From THE DAILY Bureau

WASHINGTON, July 16 — Robert
Coyne, one of the three-man govern-
ing board of the Council of Motion
Picture Organizations, declared today
he was "tremendously encouraged" by
the Ways and Means Committee ac-
tion.

"We still have time to get this
through Congress if everyone keeps
plugging," he declared. He pointed
out that the industry now must con-
tact all members of Congress with
the industry's case.

REVIEW:

HIGH SOCIETY

MGM—VistaVision

"HIGH SOCIETY" IS ANOTHER humdinger in the industry's current run
of big ones which, as distinguished from some predecessors, throw
off multi-colored sparks when in contact with a theatre screen. Said
sparks assume the shape of stars when reflected in the eyes of audiences,
and of dollar signs when mirrored in the orbs of showmen.

This musical version, updated and transferred from the Main Line to
Newport, of the late Phillip Barry's "The Philadelphia Story," is slick,
fast-moving, ever-entertaining comedy in sophisticated surroundings and
down-to-earth humor, talk and situations, a large part of it adult in
conception. It is illuminated with the names and happy, popular talents
of Bing Crosby, Grace Kelly, Frank Sinatra, Celeste Holm, Louis Arm-
strong and members of his premiere jazz troupe, and celebrated others
in a distinguished supporting cast.

It's loaded with Cole Porter music. It's in becoming VistaVision and
color by Technicolor. Its setting and sets in the top-ranking summer
playground of what remains of American society, plus its eye-catching
(Continued on page 3)

The committee thus actually ap-
proved a modified version of the so-
called King Bill. The original bill
sponsored by Rep. King (D., Calif.)
would have exempted the first \$1 of
each admission charge from the tax.
That is, tickets of \$1 or less would
have been tax free and tickets over
\$1 would have been taxable only on
the portion over \$1. The \$1.20 ticket
mentioned above would have had only
a 2 cents Federal tax.

King Accepts Mills' Revision

Rep. Mills (D., Ark.) and other
committee members suggested in the
committee's executive session discus-
sion of the bill that the original pro-
posal might be considered as going
too far, and that some opposition
might be eliminated if the bill were
changed to a straight increase in the
exemption, with the charge applying
in full to tickets costing more than
(Continued on page 6)

Md. Censors Lose Fight Over Deletion in 'Arm'

Special to THE DAILY

BALTIMORE, July 16—The Mary-
land Court of Appeals at Annapolis
has ruled that a scene in "The Man
with the Golden Arm" showing Frank
Sinatra receiving a narcotics injection
does not "teach and advocate" the
use of such drugs, and therefore is
not in conflict with the state's revised
film censorship law. Thus Maryland's
Board of Motion Picture Censors has
(Continued on page 2)

PERSONAL MENTION

ERIC JOHNSTON, president of the Motion Picture Association of America, will arrive in New York tomorrow from Spokane, Wash.

LOUIS B. MAYER and **MRS. MAYER** have returned to Hollywood from Europe by way of New York.

SOL A. SCHWARTZ, president of RKO Theatres, is back in New York after a European trip.

MAX FELLERMAN, Lopert Films vice-president and general manager, will leave here today by plane for Hollywood.

KENNETH DRAKE of United Productions of America, left here yesterday for London via B.O.A.C.

HOWARD DIETZ, vice-president of Loew's, Inc., will return to New York on Monday from the Coast.

MARILYN STENER, Paramount Pictures home office executive secretary, will be married at the Warwick Hotel here on Friday to **TED GREEN**, trade paper columnist.

WILLIAM BLOWITZ, of Blowitz-Maskell, West Coast publicity firm, will arrive in New York today from Hollywood.

EUGENE DE RUE, producer and **MRS. DE RUE** will arrive in New York from Italy today aboard the "Cristoforo Colombo."

NICHOLAS JOHN MATSOUKAS, Magna Theatre Corp. national director of advertising-publicity, left here yesterday for Louisville.

Cleary Services

(Continued from page 1)

had been with Loew's since 1920. He started as an accountant, became general auditor, and in 1943 was named assistant secretary. On Sept. 1, 1954, he became vice-president and treasurer. He was also a member of the board of directors.

Surviving are a daughter, Sister Mary Ancilla, of New Rochelle College; three sons, Harold E., William F. and Edmund P. Cleary; two brothers, Thomas G., and Eugene J. Cleary, and three sisters, Mrs. Loretta Arkwright, Mrs. Alice O'Connor and Miss Gertrude Cleary, all of Brooklyn.

Theater Business Optimistic; Ricketson Attendance Up: Grainger

By L. D. BRAY

NASHVILLE, July 16—"The feeling in the theatre business today is optimistic and the general trend in attendance is up" E. C. Grainger, new general manager of theatre operations for the Crescent Amusement Co., said here.

Having moved here from New Rochelle, N. Y., after being appointed last week by the board of directors of Crescent, Grainger immediately ordered a thorough study of the circuit's 60-odd theatres. "I have no magic formula for breathing new life into the organization, but I will try to increase growth and profits while cutting expenses," he said.

Sees TV Only Part of Reason

The executive asserted there is a "general misconception in the industry as to why theatre attendance fell from an estimated 80,000,000 weekly to 40,000,000 in the past few years. 'Most people believe it was tv and bad films and the constant repetition of this had its effect, but the fact is there were several things that cut theatre attendance,' he said. 'It can be boiled down to more competition for the entertainment dollar and more installment debts together with tv.'

It is the opinion of Grainger that "tv is not a competitor for good films but is for run-of-the-mill pictures. After all, as the saying goes, why should people pay a theatre to see a bad movie when they can see one at home free? Not many good films are shown on tv."

Grainger, who has been active in the industry since 1916, said he believes the quality of films has held up through the years and, now that there is a near saturation of tv, people who have skipped films in recent years are getting back into the habit.

"My appointment as general manager of theatre operations does not call for an overall change in operating policies or for addition or subtraction of any theatres necessarily," he said. He added he will study the personnel and physical structure of each house and make improvements where possible.

Merit Award to Columbia For Financial Statements

A double merit award for distinguished achievement in its annual report to stockholders, both for the 1955 report and for those of the last 13 years, has been received by Columbia Pictures from the investment weekly magazine, "Financial World."

The citation said that the 1955 financial statement of Columbia was judged among the "most modern from the standpoint of content, typography and format" of the 5,000 annual reports examined thus far this year.

Ban 'Rififi' in Mexico As 'Inciting to Crime'

Special to THE DAILY

MEXICO CITY, July 16—The Ministry of the Interior has barred from exhibition anywhere in Mexico the French film, "Rififi," contending that the picture "incites to crime." The film had already completed several bookings, including one at the Cine Prado Theatre here, where it ran for 31 weeks and racked up what is described as "one of the biggest grosses ever scored here."

The French import also did well in Guadalajara, Mexico's second largest city, and in the Port of Vera Cruz. It was learned by the trade that the Ministry's ban was imposed after a daring daylight bank robbery here by two law students, which was "masterminded" by an automobile dealer in need of cash for his business. The Mexican distributor, Francia Films, has made no protest against the Ministry's order.

Australian Showmen Due Here on Tour

Winners of the Greater Union Theatres, Australia, showmanship contest will arrive here from London tomorrow for a four-day visit in the course of a round-the-world trip which is being given them as a prize by Norman Rydge, head of G. U. T.

The showmen are Robert Watts, manager of the Odeon Theatre, Penhurst, N. S. W., winner of the contest for suburban and country theatres, and Reginald King, manager of the Capitol Theatre, Sydney, winner in the city theatres division. The two will be entertained here by Capt. Harold Auten, American representative of G. U. T. They will visit Washington, Chicago, Los Angeles and San Francisco before leaving on the return trip to Australia.

UPA to Make 'Quixote'

HOLLYWOOD, July 16—Stephen Bosustow, president of United Productions of America, today announced the company will produce a feature-length cartoon, "Don Quixote," for two years of theatrical distribution, with a shortened version going to television thereafter.

(Continued from page 1)

division, supervising theatres from Salt Lake City east, Ricketson in his new post takes over control of a National theatres. He will formally assume the position when he begins a series of company conventions on Aug. 6. Two of these will take place here, where he will continue to live and there will be one each in Salt Lake City, San Francisco, Los Angeles, Milwaukee and New York.

Ricketson is prominent here as civic and business leader.

Maryland Censors

(Continued from page 1)

lost its fight with United Artists over deleting a two-minute scene from the picture.

In a 21-page opinion the court decreed: "On the contrary, the evidence is strong and convincing that the picture is likely to have a beneficial effect as a deterrent from the use of narcotics."

The action, reversing a Baltimore City Court decision, was the first legal test in the Court of Appeals of Maryland's film censorship law since it was rewritten by the state's 1953 legislature to comply with a Supreme Court decision. The court said it was unnecessary to rule on the constitutionality of the law since it has been misapplied. The revamped law bans movies which are "obscene" or which "tend to incite crime or corrupt morals." Included in the legislative definition of inciting to crime is any film "which advocates or teaches the use of, or the methods of use of, narcotics or habit-forming drugs."

NEW YORK THEATRES

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PEOPLE

William Collier, television director, has been signed by Louis de Rochemont to direct the first Cine-iracle production. The announcement was made yesterday by Elmer C. Hoden, president of National Theatres, which developed the new wide-screen technique.

Franklin Jaeger, assistant at the Capitol Theatre here, has been promoted by Loew's Theatres to the post of acting manager at the circuit's Loewer Theatre in the Bronx, replacing Larry Stark, who moves to New's New Rochelle.

Additionally, Rene Clairmont, assistant at the Paradise, Bronx, becomes acting manager of the Post Road. Robert Camann, manager of the New Rochelle, moves to Loew's State, White Plains, replacing Herbert Campbell, who has resigned to go into business for himself.

Mrs. Jackie Cowart, secretary at United Artists, Atlanta, and president of the WOMPI chapter in that city, has signed from UA to join Martin Theatres.

Olli Schneider and Mrs. Schneider, exhibitors of Osceola, Nebr., have leased their business to William Medicher and have moved to Lamont, Ill.

Phil Brigand, manager of Ryder Sound Services, Hollywood, is in North Hollywood Hospital following an automobile accident.

Al Beaumiere, Exhibitor, Killed in Auto Mishap

BOSTON, July 16—Funeral services for Al Beaumiere, 55, owner of the Lincoln Theatre at Quincy, Mass., will be held this week in Canada.

Beaumiere, who was killed in an auto mishap while on his vacation in Canada, was president of the American Anodizing Corp. of Wollaston and had been an exhibitor for many years. Five members of his family were in the car at the time of the accident and were all injured.

Maurice Sidman Dead

BOSTON, July 16 — Maurice Sidman, 62, well known theatre manager who was managing the Mohawk Drive-In at Adams, Mass., died here suddenly while returning to his home in Boston.

High Society

CONTINUED FROM PAGE 1

sports wear, party dresses, accessories and the like will cause many a female patron to miss a couple of lines of dialogue every so often. A pity, too, because most of same in the John Patrick screen play is, like Barry's original, pretty fast and smart.

Also, it's just possible that public recognition of the fact that this was the last picture made by Miss Kelly before taking up residence in Monaco won't harm its boxoffice experience, either. As you may have gathered by now, this "High Society" thing is quite an item that Sol Siegel has wrapped up and delivered to Leo's company. If all the reports of a boxoffice resurgence being published were suddenly found to be false, this one would give them new authenticity as fast as it could be released.

CHARLES WALTERS' DIRECTION captures and retains just the right mixture of froth and substance to best display the comic circumstances which come to bear upon the romantic dilemma of a mixed-up society divorcee, Miss Kelly, pursued by her ex-husband, Crosby, on the eve of her marriage to John Lund, with a champagne-inspired infatuation with Sinatra tossed in. All in one night, mind you.

Making substantial, and pleasing, contributions to the complications on display, and to their eventual smoothing out, are such capable performers as Louis Calhern, as a wealthy bachelor uncle of the bride with an eye for the ladies; Sidney Blackmer, as the estranged father of Miss Kelly and husband of Margalo Gillmore, as Miss Kelly's mother. Lydia Reed as the younger sister who helps along the conspiracy to reunite Miss Kelly and Crosby knows her way around a stage, too.

Walters also staged the musical numbers, of which there are quite a few, with the more memorable being "Now You Has Jazz," with Armstrong and company backing up Crosby; Miss Kelly's and Sinatra's "Mind If I Make Love to You?" and "You're Sensational," and "Well, Did You Evah?" with Crosby, Sinatra and Miss Kelly. The music was supervised and adapted by Johnny Green and Saul Chaplin; orchestrations by Conrad Salinger and Nelson Riddle.

LUND DOES WELL as the prospective groom who gets ditched at the last moment. Sinatra and Miss Holm are a writer-photographer team for a scandal magazine assigned to cover the wedding. The Newport Jazz Festival party the night before the wedding is a lulu, with Miss Kelly hitting the bubbly on a Let's-see-who-can-hold-the-most scale until her fiance has to hide her from the guests. Then, sho' nuff, Sinatra, who's impersonating a wine sponge, too, finds her. They find the night, romance and one of those unplanned droppings-in at the swimming pool. And so to bed. The conversation the next morning when Miss Kelly, who has drawn a blank concerning the happenings of the night before, tries cautiously to learn just what happened in her bedroom where she has found Sinatra's wrist watch, is a mite too plain for juvenile ears.

But it's fun. Good for business, too.

Running time, 107 minutes. Adult classification. Release, in August.

SHERWIN KANE



Ridin' high in 'High Society.' In the usual order: Bing Crosby, Grace Kelly, Frank Sinatra and Celeste Holm, who put lots of bounce and box-office vitamins in the new M-G-M summer entry.

... NEWS ROUNDUP

Conn. Golf Tourney Today

The Motion Picture Theatre Owners of Connecticut today will hold their golf tournament and dinner at the Racebrook Country Club, Orange, with exhibitors and distribution executives from key New England and New York cities expected to attend. Co-chairmen are George H. Wilkinson, Jr., operator of the Wilkinson Theatre, Wallingford, and MPTO president, and Harry Feinstein, northeastern zone manager, Stanley-Warner Theatres.

Ideas for Summer Promotion

The August issue of "Inspiration," publication of the Filmack Trailer Company, Chicago, features suggestions to help exhibitors to lure "fun-seeking, vacation-minded" folks into their theatres in the summer. Among the ideas presented are clown shows, late owl shows, family bargain nights, beauty contests, relaxation week and friendship trailers, as well as a variety of "cool" trailers.

'Ambassador' Bow Set

Norman Krasna's CinemaScope and Technicolor production, "The Ambassador's Daughter," starring Myrna Loy, Adolphe Menjou and Olivia de Havilland, will have its world premiere July 27 at Chicago's Esquire Theatre.

'City' in 16 Theatres

RKO's "While the City Sleeps" will open day-and-date in 16 situations in Southern California Aug. 1, it is announced. Theatres in Los Angeles, Hollywood, Westwood, Torrance, Inglewood, Bell Gardens, San Gabriel, Puente, Burbank, San Fernando, Santa Ana, Long Beach, San Bernardino, Chula Vista and San Diego will show the Bert Friedlob production.

Altec Executives Plan 5-Week Branch Tour

H. M. Bessy, executive vice-president, and Marty Wolf, sales manager of the Altec Service Company, will begin a five-week tour of seven division and branch offices next Saturday.

Also planning to attend the IATSE convention in Kansas City next month, the two executives have scheduled a series of conferences with Altec division, branch managers and members of the field engineering staffs in each city, followed by visits with various circuit heads and exhibitors.

Bessy and Wolf will visit Chicago, Seattle, Portland, San Francisco, Los Angeles, Kansas City, St. Louis and other points where Altec offices are maintained.



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FLAME OF THE ISLANDS

DOCTOR AT SEA

COME NEXT SPRING

MAGIC FIRE

CIRCUS GIRL

STRANGER AT MY DOOR

ZANZABUKU

THE MAVERICK QUEEN



DAKOTA INCIDENT

TRUCOLOR by Consolidated Film Industries

LINDA DARNELL • DALE ROBERTSON • JOHN LUND • WARD BOND

LISBON

In NATURAMA

TRUCOLOR by Consolidated Film Industries

RAY MILLAND • MAUREEN O'HARA • CLAUDE RAINS • YVONNE FURNEAUX

STRANGE ADVENTURE

JOAN EVANS • BEN COOPER • MARLA ENGLISH • JAN MERLIN

DANIEL BOONE, TRAIL BLAZER

TRUCOLOR by Consolidated Film Industries

BRUCE BENNETT • LON CHANEY • FARON YOUNG

A WOMAN'S DEVOTION

TRUCOLOR by Consolidated Film Industries

RALPH MEEKER • JANICE RULE • PAUL HENREID

THE CONGRESS DANCES

In CINEMASCOPE

TRUCOLOR by Consolidated Film Industries

JOHANNA MATZ • RUDOLF PRACK

leased in key cities August 17th

Tax Bill

(Continued from page 1)

the exempt amount. King reluctantly accepted the proposed change in order to improve the chances for approval of the bill.

Hopes for Vote Soon

King said he hoped to call the bill up soon for a House vote under an unusual procedure requiring two-thirds vote—rather than the usual majority vote—for passage. The advantage of this procedure is that it brings the measure to a vote more quickly, and King said that this late in the session, he felt time was all-important and that the measure had to be brought up to the House promptly if there was to be a chance for Senate action before Congress adjourns. Anyhow, he said, he felt sure he had the two-thirds vote necessary for passage of the bill.

Some committee members said they thought King might have trouble getting recognition to call the bill up for a House vote. They said they doubted that Chairman Cooper (D., Tenn.) would call the bill up and they wondered whether House Speaker Rayburn (D., Tex.) would recognize King any time soon enough to permit Senate action.

Treasury Opposed

Even if the House should act promptly, the odds are long against Senate action, since Congress is driving hard to adjourn within the next two weeks. Moreover, strong Treas-

Hollywood Production Highest in Years; 57 Pictures Now Before Cameras

From THE DAILY Bureau

HOLLYWOOD, July 16—For the second consecutive week the Hollywood production load increased sharply, with 14 new properties going before the cameras, and two others to editing rooms, for a net gain of 12 to a total of 57. It had risen to 45 the preceding week on start of 10 new pictures. The weekend total is the highest reached in several years.

Started were: "The Captives" and "Rumble on the Docks" (Columbia); "The Counterfeit Plan," Amalgamated Prods. and "Woman and the Hunter," Gross-Krasne and Kenya Prods. (Independent); "Capital Offense" (Metro-Goldwyn-Mayer); "The Jim Piersall Story" (Paramount); "Accused of Murder," Trucolor, Naturama (Republic); "I Married a Woman" and "Brave Tomorrow" Galahad Prod. (RKO Radio); "Man In War," Security Pictures Prod., "War Drums," Bel-Air Prod. and "The Halliday Brand," Collier Young Prod. (United Artists); "The Eyes of Father Tomasino," CinemaScope, and "Crazy Love" (Universal-International).

Completed were: "Between Heaven and Hell," CinemaScope, DeLuxe Color (20th Century-Fox); "Mister Cory," CinemaScope, Color (Universal-International).

ury Department opposition conveyed to the Ways and Means Committee today indicated a possible presidential veto if the bill were passed by Congress.

In a letter read to the committee in executive session, during consideration of the King Bill, the Treasury Department declared its firm opposition. Treasury secretary Humphrey pointed out in the letter that the president in his state of the union and budget messages had urged Congress to make no change in excise rates, and declared that the budget situation was still such that the treasury would fight any rate reduction.

Members said that the modified version of the King Bill was reported out by the committee on a voice vote, without any record vote of the individual members. They said there were at least four or five no votes heard. The committee has 25 members, but not all were present.

The Treasury and staff of the House-Senate Internal Revenue Committees told the committee that the original version of the King Bill would cost the Treasury \$80,000,000 to \$85,000,000 a year, and that the modified version reported by the committee would cost "as a guess" about \$70,000,000 a year. Industry officials insist that the Treasury would lose far less, since increased corporate income tax collections from industry firms would make up for much of the reduction in admissions tax excise revenues.

Mills to Direct Study Of Federal Tax Effects

From THE DAILY Bureau

WASHINGTON, July 16 — Rep. Mills (D. Ark.) was named today to be chairman of a special House Ways and Means Subcommittee to study the operations and effects of tax laws.

The study was authorized by the full committee last week. Chairman Cooper (D., Tenn.) appointed these representatives to be members of the Mills Subcommittee: Gregory (D., Ky.), O'Brien (D., Ill.), Ikard (D., Tex.), Simpson (R., Pa.), Kean (R., N. J.), and Baker (R., Tenn.)

Rhoden Hails Move to Ease Admission Taxes

From THE DAILY Bureau

LOS ANGELES, July 16 — Commenting on the House Ways and Means Committee action to increase the Federal admission tax exemption from 50 cents to \$1, Elmer C. Rhoden, president of National Theatres, said:

"We are, of course, gratified to hear that the House committee moved to correct this tax inequity."

'U' Promotion

(Continued from page 1)

J. Feldman, vice-president and general sales manager.

McCarthy's post as Southern sales manager will be filled by the promotion of Henry H. "Hi" Martin, presently district manager with headquarters in Dallas. He will headquarter in New York.

Martin's post as district manager will be filled by the promotion of Robert N. Wilkinson, presently branch manager in Dallas. He will headquarter in Dallas.

Wilkinson's post as branch manager in Dallas will be filled by the promotion of Walter E. Armbruster, sales manager in Dallas since 1950. All promotions are effective immediately.

Entered Industry in 1918

McCarthy entered the industry in 1918 as a student manager for the old Fox Film Corporation. He held branch manager posts with Paramount, First National and Warner Brothers between 1920 and 1931. In 1932 he was promoted to the post of Eastern sales manager and in 1941 to the post of Southern and Canadian sales manager.

Martin joined Universal in 1933. He served in the U. S. Navy from 1943 to 1946 and when he rejoined Universal in 1946 as a salesman was promoted to branch manager Oklahoma City. In 1948 he was promoted to Dallas branch manager and in 1951 to district manager with headquarters in Dallas.

Wilkinson Started in Memphis

Wilkinson joined Universal in 1933 as a booker in Memphis. Between 1942 and 1946 he served in the United States Marine Corps. Rejoining Universal in 1946 he was elevated to the post of office manager Memphis becoming branch manager there in 1948 and being promoted branch manager in Dallas in 1951.

Armbruster joined Universal Dallas in 1935. He served in the U. S. Armed Forces between 1943 and 1946. Rejoining Universal he was promoted to office manager in Dallas in 1947 and sales manager in 1950.

Dallas Meeting

(Continued from page 1)

Morrell convention coordinator. The convention will be in honor of Col. H. A. Cole, they stated, for his "40 years of unselfish devotion to the betterment of the industry."

In Cincinnati Ruben Shor, president of Allied, expressed the hope that the convention "will be the greatest Allied convention ever, since it is designed to honor Col. Cole, one of our most loved members."

Thompson to Chicago

CHICAGO, July 16—John Thompson, publicist for Columbia Pictures in the Southwest working out of Dallas, has been brought to Chicago to succeed B. Einer, who is being transferred to Detroit.

THE BIG ONES...

are advertised in LIFE

MGM's
"HIGH SOCIETY"

... in LIFE's July 16th issue.

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THE BIG ONE
IN MOVIE SELLING

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the News
That
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MOTION PICTURE DAILY

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to the
Point

QP

L. 80, NO. 12

NEW YORK, U. S. A., WEDNESDAY, JULY 18, 1956

TEN CENTS

Confirmed

Haines Set as New Warners' Sales Manager

Former Western Head
Succeeds Kalmenson

Roy Haines has been appointed general sales manager of Warner Bros. Pictures, Inc., it was announced yesterday by Benjamin Kalmenson, executive vice-president, Haines, formerly Western Division sales manager, thus succeeds Kalmenson as the film company sales head, as was forecast exclusively in **MOTION PICTURE DAILY** last Friday.

Haines is a seasoned veteran in motion picture distribution, with sales (Continued on page 4)

Foreign Film Plea at TOA

An appeal for greater playing time of foreign motion pictures, backed by screenings of recent outstanding product, will be made by international motion picture representatives during the Theatre Owners of America convention at the New York Cityiseum here, Sept. 20-25, it was reported yesterday.

According to a TOA official, representatives (Continued on page 4)

'Cosmopolitan' To Have Special Film Number

By WALTER HAAS

Plans to devote the October issue of 'Cosmopolitan' to motion pictures were revealed by J. J. O'Connell, editor of the monthly magazine, at a meeting yesterday at the headquarters of Hearst Publications here. It was attended by representatives of the (Continued on page 4)

Business Booms in Chicago after Lull; Credit Strong New Product with Rise

Special to THE DAILY

CHICAGO, July 17—Theatre business here suddenly has started to boom after a city-wide lull of several months. Attractive new product accounts for much of the pick-up, local showmen agree.

Warner's "Moby Dick" at the Chicago had a \$12,000 opening day, and daily grosses subsequently are equaling this outstanding figure; 20th-Fox's "The King and I" set a record as it entered a third week with grosses near the \$60,000 mark. The Monroe has had three of its best weeks in many months with Columbia's "Autumn Leaves," which has consistently brought in between \$9 and \$10 thousand each week.

UA's "Trapeze" is still reaping \$40,000 as of the fourth week. "Johnny Concho," another UA release, broke a two-year record at the Roosevelt with grosses reaching \$30,000. Columbia's "The Eddy Duchin Story" did in excess of \$50,000 in its opening week. Business at the Surf zoomed upward in the third week, with holdouts for Continental's "The Ladykillers."

For the first time in weeks, neighborhood theatres also reported a noticeable rise in business. These reports came from various sections of the city.

'Moby Dick' Business Reported Big All Over

John Huston's Moulin production of "Moby Dick" for Warner Bros. release is continuing to rack up "tremendous" returns in all of its engagements to date, and is shaping up as one of the Warners' top grossing "block-busters," according to a report from the company.

In its dual New York engagement, the picture recorded a very big \$41,238 at the Criterion Theatre in the first five days of its second week, with an anticipated \$55,000 for the week. In the same period at New York's (Continued on page 5)

AIP Announces Release Of 90 Films in 3 Years

By WILLIAM R. WEAVER

HOLLYWOOD, July 17—American International Pictures will release 90 feature pictures during the next three years, starting with 20 this year, continuing with 30 next year, and 40 the year after, AIP president James H. Nicholson has announced.

Paraphrasing an old adage, Nicholson said, "There's nothing wrong with the industry that good pictures made at common sense costs won't cure. Audience age has changed, popula- (Continued on page 5)

EDITORIAL

The COMPO Tax Campaign

By Sherwin Kane

THE fact that a remedial tax measure as represented by the modified King Bill was able to pass the House Ways and Means Committee at this late juncture of the Congressional session is a telling testimonial to the job that Compo, with its limited resources, has been able to accomplish.

As the industry well knows, Robert J. O'Donnell, chairman of Compo's tax repeal campaign, and Robert W. Coyne, Compo's special counsel, conducted the campaign with a minimum of both manpower and financial support. They were greatly aided, it is true, by the trail-blazing done and legislative contacts made in the 1954 campaign which won tax exemption for admissions up to 50 cents and a 50 per cent reduction in the tax on admission prices over that amount.

But the earlier campaign was conducted with a far greater manpower, budget and Compo backing.

It is almost too much to expect success for the current Compo (Continued on page 5)

House Group Feels:

Theatres Need Tax Slash to Combat TV

King Hopes For Vote
Sometime Next Week

By J. A. OTTEN

WASHINGTON, July 17 — The House Ways and Means Committee declared today that additional admission tax relief will help motion picture theatres adjust "to the new competitive situation" brought by television.

The committee made this comment in a report submitted in connection with the bill it approved yesterday to raise from 50 cents to \$1 the exemption from the 10 per cent Federal admission tax on motion picture theatre tickets and other admissions.

Rep. King (D., Calif.), author of the bill, hopes to get a House vote sometime next week.

In its report to the House, filed today, the Ways and Means Committee noted that in 1953 Congress passed a bill to repeal the Federal admission tax, a bill vetoed by the president. At that time, the report said, the committee pointed out the serious (Continued on page 5)

Stronger Tax Fight Urged

Every exhibitor in the country should join at once in helping the tax campaign committee now that the King Bill has passed the House Ways and Means Committee, Sam Pinanski, Boston showman who was one of the leaders of the campaign two years ago, said yesterday.

Pinanski said, "I hope all exhibitors who have worked so valiantly in this campaign will now redouble their efforts in pushing it to a successful conclusion. They should wire their Congressmen and Senators that passage of the King Bill at this session is absolutely necessary for the preservation of our industry."

Adding, "We can win if we keep fighting," he said the industry rose (Continued on page 5)

PERSONAL MENTION

SAM ZIMBALIST, producer, will arrive in New York today from London, and will leave here tomorrow for the Coast.

NED SECKLER, RKO Radio newly-appointed Far Eastern supervisor, has arrived in New York from Brazil. He will leave here shortly for Tokyo, where he will set up his new headquarters.

BILLY WILDER, producer, will arrive in New York today from Hollywood. He is en route to London.

RAYMOND MCGARRY, producer, has returned to New York from London via B.O.A.C.

R. A. COLISTRA, comptroller of the Westrex Corp., has returned to New York from Europe.

CURTIS BERNHARDT, director, will arrive in New York tomorrow from Hollywood, and will leave here the next day aboard the "Liberte" for Europe.

JAMES D. LARKIN, theatrical sales representative for B.O.A.C., will leave here tomorrow for Chicago and Los Angeles.

RAY MCNAMARA, of the Allyn Theatre, Hartford, has returned there from Cape Cod.

Seek to Halt Release Of 'Bus Stop' Till Dec.

A suit seeking to restrain Twentieth Century-Fox from releasing the film version of the play "Bus Stop" before Dec. 1, 1956, was filed yesterday in Superior Court here by William Inge, author of the play, and the W-S Bus Stop Corporation. (The film has been announced for August release.)

In their complaint, the plaintiffs assert that under the contract between them and the defendants of March, 1955, the latter "do not have the right to release the motion picture version of 'Bus Stop' before Dec. 1, 1956, unless before that date all first-class presentations of the play have closed." The complaint alleges that all such presentations have not ended and the play is booked to open in several major cities, including Chicago, Pittsburgh and Cleveland.

When asked for comment yesterday, a spokesman for the company said comment would be withheld until Fox attorneys have had an opportunity to study the complaint.

Complete Republic Auditing for Cantor

Auditing of the books and records of Republic Pictures by Joseph Blau & Co., agents for Cantor, Fitzgerald & Co., which has acquired a 90-day option on the stock owned by Herbert J. Yates and associates, has been completed. Statistics gleaned from the audit are being compiled for presentation to the West Coast investment concern, it was reported yesterday.

According to a representative of the auditors, work on the books and records has "progressed smoothly." He said that B. Gerald Cantor, partner of the West Coast firm, in Hollywood, should receive all of the compilation "shortly."

House Group Kills Bill For Arts Committee

WASHINGTON, July 17—A House labor subcommittee has killed for this year legislation to set up a Federal Advisory Committee on the Arts.

The legislation had passed the Senate. Rep. Thompson (D., N. J.), a leading backer of the idea, said he had made the motion in the subcommittee to kill the proposal because he felt that in its present form the legislation gave too much power over the committee to the Department of Health, Education and Welfare, and that it would be impossible under the circumstances to find leading men to serve on the advisory group.

Levy to Study Film Regulations in Europe

A closer investigation of foreign governmental motion picture regulations will commence in Europe next week following the arrival of Herman M. Levy, general counsel for Theatre Owners of America, who will leave here at the week-end for Amsterdam.

Levy, who will also seek to bring about closer liaison between TOA and foreign exhibitor groups and study the effect of commercial television on exhibition in Europe, will tour Holland, Scandinavia and England.

MPEAA Board Discusses Israel License Plan

The division of import licenses in Israel was the prime topic of discussion at a meeting of the Motion Picture Export Association of America's board of directors here yesterday.

The MPEAA directors, it was reported, also discussed motion picture labor negotiations in Peru and a request by the Royal Air Force in Great Britain for U. S. films, which included the addition of an airbase to the MPEAA's screening list.

First O'Shea Drive Meet in L. A. Today

From THE DAILY Bureau

LOS ANGELES, July 17—Herbert H. Greenblatt, RKO's Western sales manager, will begin the first of a series of exchange meetings here tomorrow, to set up plans for the company's "Dan O'Shea Drive." Nat Levy, Eastern sales manager, will initiate similar sessions next week for the drive, which begins Aug. 31.

The exchange meeting here will last for three days (through Friday) with RKO Western District manager J. H. MacIntyre participating with Greenblatt and Mike Poller, his home office assistant. The entire Los Angeles sales staff will attend.

Next Monday and Tuesday, Greenblatt, Poller and MacIntyre will meet with RKO sales personnel in San Francisco, after which a three-day session is scheduled in Seattle for the local and the Portland branches.

Salt Lake Session July 30

On July 30-31, Greenblatt and Poller will be joined by A. L. Koltz, Rocky Mountain District manager, for sales sessions in Salt Lake City. The trio of RKO sales executives will hold another three-day meet in Denver, August 1-3.

Sam Gorelick, Midwestern District manager, will join the home office executives in Chicago for meetings on Aug. 6-7. The remainder of Greenblatt's exchange conferences are still being worked out. The "Dan O'Shea Drive," which will run for 16 weeks through Dec. 20, will provide cash prizes to the winning exchanges.

2-Day Fox Atlanta Sales Meet Underway

Special to THE DAILY

ATLANTA, July 17—The second in a series of regional sales meetings of 20th Century-Fox aimed at a general showmanship drive opened here today with addresses by Alex Harrison, general sales manager, and Harry G. Ballance, southern division manager.

The two-day session will develop and initiate local applications of the overall campaign, the first joint program conducted by the domestic and international sales organizations of Fox.

Present at today's meeting were Paul S. Wilson, South-East district manager; Mark Sheridan Jr., South-West district manager, and branch managers, Daniel M. Coursey, Atlanta; John E. Holston, Charlotte; Thomas P. Tidwell, Jacksonville; William A. Briant, New Orleans; William B. Williams, Dallas; Henry F. Harrell, Houston; Thomas W. Young, Memphis, and Marion W. Osborne, Oklahoma City.

... NEWS ROUNDUP

10 New Yorkers in ASCAP

The election of ten native New Yorkers to the American Society of Composers, Authors and Publishers has been announced by Paul Cunningham, president. They are Al Barry, Howard Connell, Michael Corda, Peggy Mann, David Fleischacker, Alan Greene, Evelyn Manacher, Hal Schaefer, Floria Vestoff and John Peter Windsor.

Art Films to Teitel

A. Teitel Film Company, Chicago, has taken over distribution of Columbia Pictures' art films in that area. This includes "The Proud and the Beautiful," "My Seven Little Sins" and "The Last Ten Days."

'Run' to Bow in N. O.

United Artists' "Run for the Sun," starring Richard Widmark, Trevor Howard and Jane Greer, will have its world premiere at the Saenger Theatre in New Orleans, July 27.

Festival Short at Plaza

"Festival in Edinburgh," a Technicolor short dealing with the famous international festival, is now playing at the Plaza Theatre here with the premiere run of the new French film, "Fruits of Summer." The film is being distributed to coincide with the opening of the tenth festival in Scotland early next month.

Honor Silvers Today

Phil Silvers will be honored by his fellow-entertainers at the annual luncheon here tomorrow of the United Jewish Appeal division in the entertainment field. William S. Todman of Goodson-Todman Productions will preside at the luncheon at the Hotel Pierre.

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LOOK WHAT'S

**BIG ONES
FROM
M-G-M!**

COOKIN'!

JUST SCREENED! THEY'RE TERRIFIC!



The famed stage hit is even greater now! It will be the most talked about film of our time!

M-G-M presents in CinemaScope and Metrocolor • "TEA AND SYMPATHY" starring Deborah Kerr • John Kerr • with Leif Erickson • Edward Andrews • Screen Play by Robert Anderson • Based on the Play by Robert Anderson • Directed by Vincente Minnelli • Produced by Pandro S. Berman

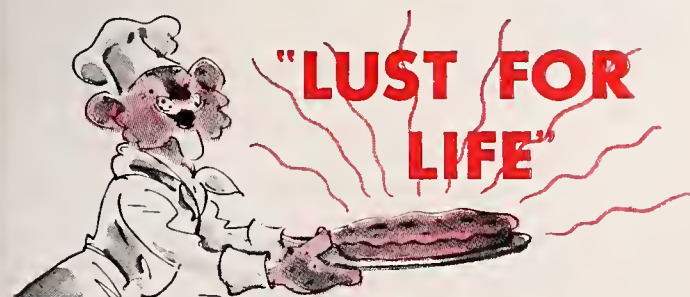
★



It mixes minxes, mischief and marriages with songs and hilarity in a sensational entertainment!

M-G-M presents in CinemaScope and Metrocolor • June Allyson • Joan Collins • Dolores Gray • Ann Sheridan • Ann Miller • Leslie Nielsen • Jeff Richards in "THE OPPOSITE SEX" co-starring Charlotte Greenwood • Agnes Moorehead • Joan Blondell • Sam Levene • and Guest Stars: Harry James • Art Mooney • Dick Shawn • Jim Backus • with Bill Goodwin • Screen Play by Fay and Michael Kanin • Adapted From a Play by Clare Boothe • New Songs: Music by Nicholas Brodsky • Lyrics by Sammy Cahn • Directed by David Miller • Produced by Joe Pasternak

★



All the excitement, the daring, the novelty of the remarkable book comes to life on the screen!

M-G-M presents in CinemaScope and Metrocolor • Kirk Douglas in "LUST FOR LIFE" co-starring Anthony Quinn • James Donald • Pamela Brown • with Everett Sloane • Screen Play by Norman Corwin • Based on the Novel by Irving Stone • Directed by Vincente Minnelli • Produced by John Houseman

★

"KEEP LOOKIN'! THERE'S MORE COOKIN'!"

Foreign Films

(Continued from page 1)

representatives of motion picture industries in Great Britain, France, Italy, Germany and Spain are expected to attend the convention.

"They will make a pitch for more playing time in U. S. theatres and also show some outstanding imports to exhibitors," he said. The TOA official said it is likely that a forum will be held on this matter for an "exchange of views."

Blank Appeal Recalled

TOA in recent months, through the efforts of its president, Myron N. Blank, and other association executives, has pointed out to foreign producers that films made abroad have little success in the U. S. market due to their "general lack of international flavor." Blank, last Fall in Rome, asked the Union Internationale de l'Exploitation Cinematographique to exert influence on producers aiming for the American market. He said that, "with the shortage of product confronting American theatres, there is room for foreign motion pictures which have appeal to all types of audiences and not just to small minority groups."

International film representatives have made their "pitch" for more playing time for foreign films at other exhibitor conventions in this country. Last year, Italo Gemini, president of the International Union of Motion Picture Exhibition and president of AGIS, the Italian Association of Theatremen, attended the TOA meeting in Los Angeles in an effort to have U. S. exhibitors give more time to foreign films.

'Thrillarama' Story Told At UTO of Okla. Meeting

Special to THE DAILY

TULSA, July 17—The new Thrillarama process, scheduled to have its world premiere at Houston next week, was described to the business session of the United Theatre Owners of Oklahoma at the organization's first anniversary convention, held at the Indian Hills Country Club here today, by Albert H. Reynolds of Dallas, president of the Thrillarama company.

Other speakers at the one-day meeting included Julius Gordon of Beaumont, Texas, and Ed Thorne, former UTO official, now associated with the Al Sindlinger organization in Philadelphia.

A screening of "Oklahoma!" in the Todd-AO process at the Rialto Theatre here preceded the business session. Golf and swimming were available after the meeting, and an industry dinner completed the one-day affair this evening.

Mayer in Hospital

HOLLYWOOD, July 17—Louis B. Mayer, chairman of the board of Cinerama Productions, Inc., is under treatment in a hospital here for pneumonia, his wife disclosed. The couple returned to this country over the weekend from Europe.

One Man's TV Views

By Pinky Herman

THE ever-widening scope of television is even now adding to its imposing list of achievements what with a preliminary staff of NBC camera-sound and technicians already in Southeast Asia, awaiting the arrival of a second group, when they'll film in color a 90-minute documentary titled, "Southeast Asia" to be entirely shot in Burma, Malaya, Thailand, Vietnam, Indonesia and Cambodia, under the supervision of Robert D. Graff. According to Davidson Taylor, vecp in NBCharge of public affairs, S. E. Asia, after India, is the largest uncommitted area . . . vital that our people understand what is happening there. . . . To celebrate the ninth anniversary of his "CBS Strike It Rich" tv series, producer Walt Framer was host last night to the press and the program's cast. Guests were whisked to the Carlton Manor at Westbury, Long Island, for a fine dinner, thence to the Westbury Music Fair to see a special presentation of the Broadway musical, "Kismet," starring Helena Scott and Paul Ukena. . . . Prexy Frederic R. Gamble of American Ass'n. of Advertising Agencies and his wife have just returned from Paris where he addressed the 50th Congress of the French Advertising Federation.

☆ ☆ ☆

The reviews of the NBC spectacular, "The Bachelor," TVied last Sunday (7:30-9:00 P.M., EDT) were so enthusiastic as to Hal March's make-believing that producer-director Joe Cates was contacted next



Hal March

day by two Hollywood producers who wished to sign up both Hal and Joe to make a film version. . . . At last some facts and figures to disprove the talk about "instability" in the advertising business. The enterprising, albeit much-maligned, citizenry of Madison Avenue ad agencies may once again take heart, look sponsors in the eye (or eyes depending on the sponsors' physical make-up) and thrill to their calling in the simple story of Lawrence Valenstein. Back in 1917 Valenstein borrowed 100 dollars to start a one-man adv. agency and because the room he rented had grey walls, the agency was named Grey Advertising Agency. Arthur C. Fatt in 1921 joined him and since then, the Grey Adv. firm prospered until today, their main offices, located at 430 Park Ave. (well, at least it's near Madison Ave.) now employs more than 500 people, numbers among its clients RCA-Victor, NBC, General Electric, Gruen Watch, Calvert Distillers, Mennen Co. and Procter & Gamble, and will undoubtedly total more than 40 MILLION DOLLARS gross billings in 1956. Lawrence Valenstein is chairman of the board, and Arthur C. Fatt is president. "Instability" indeed!

☆ ☆ ☆

Nan Garcia, that pert, pretty and personable party, whose patter and palaver program is heard Sundays over WOR, is about ready to fly to the Far East where she'll tape interviews with heads of governments for her future broadcasts. The program is sponsored by Gareia y Vega Cigars and a better good-will ambassador and salesperson than Nan would be hard to find. . . . First syndication sale of Screen Gems' "The Damon Runyon Theatre" (39 episodes) has been purchased by Robert L. Stone for WABC-TV (New York) to start in the fall. . . . R. J. Reynolds Tobacco has signed to sponsor (for Camel and Salem cigarettes) a series of full-hour telefilms, "Wire Service," produced by Don Sharpe & Warren Lewis Productions. The 39 episodes, starring George Brent and Dane Clark (a third to be named) will dramatize exploits of newspapermen in six continents and will be televised ABCoast-to-Coast Thursdays at 9:00 starting Oct. 4. . . . Telephone Time's Story, "Again the Stars," which will be CBSeen Sunday, July 29, will feature a real-life mother and daughter portraying the similar roles in reel-life. Jean Inness, wife of Victor Jory, plays "Marie Boulard" and her daughter, Jean Jory, will appear as her offspring in a drama of "insanity in France during the French Revolution."



Nan Garcia

Roy Haines

(Continued from page 1)

experience throughout this country well as Canada. He was born Minerva, Ohio, and attended Union College. His career in the film industry began as a salesman for National Pictures.

He then became a branch manager for First National and subsequently was appointed a district manager. He then became Eastern and Canadian sales manager, Southern Division manager and Western Division manager.

In 1941 he was elected vice-president of the Vitagraph Corp. Since 1943, he has been Western Division sales manager for Warner Bros.

Haines has just returned here from the West coast and assumes his new duties immediately.

'Cosmopolitan'

(Continued from page 1)

major film companies and other industry executives.

The front cover will feature a galaxy of motion picture stars. The issue will contain 44 editorial pages devoted to motion pictures and the motion picture business. Sections of this extensive article will deal with the history of the industry up to now. Four pages will be in full color treatment, 12 pages in three colors, and 24 pages in two colors.

More stories are said to have been adapted from Cosmopolitan for motion pictures than from any other magazine, but this is the first time that Cosmopolitan has made motion pictures the major feature of an issue. Since the cover design and feature of the month of a magazine have a considerable influence upon its newsstand sales, the total demand for this issue may be an indication of the extent of the public's general interest in the subject this fall, in the opinion of industry observers.

Loew's Seeking Top People for TV Unit

Loew's Inc., which is forming its own distribution company to handle release of its film backlog to television, is seeking top sales people for the firm, according to Charles (Bud) Barry, vice-president in charge of television operations.

Barry yesterday said that the company is moving forward with its plan to sell its film library of 770 feature motion pictures and 900 short subjects to tv.

The Loew's Inc., vice-president said that the company's executives are constantly meeting to discuss television distribution, plan sales policies, put together packages and evaluate them, and interview sales people.

Worcester Art Theatre

HARTFORD, July 17—The E. M. Loew's circuit has inaugurated an art film policy at the Fine Arts Theatre, Worcester, Mass., formerly known as the Olympic Theatre.

National Pre-Selling

GARY COOPER and Tony Perkins are a study in relaxed lankiness as they appear on the cover of the July 16 issue of "Life." The cover photo was taken on location for "Friendly Persuasion," in which Tony plays Gary's son. A spread and a lead page in this issue are used to report on how Perkins practices Cooperisms for this new A.A. film. Says "Life": "Tony, in 'Friendly Persuasion,' plays a Quaker who has to reconcile religious principles with a compulsion to fight in the Civil War. He comes through with impressive versatility, in turn looking happy-go-lucky, bewildered, pensive, romantic, shrewd as a horse trader—and remarkably like Cooper."

"Friendly Persuasion" will be premiered at Radio City Music Hall.

"War and Peace" is the recipient of an attractive color spread in the August issue of "Photoplay." Beautiful color photos taken on location in Europe illustrate the text story of Tolstoy's famous novel.

"The Catered Affair," reports Florence Somers in the July issue of "Redbook," "is another screen version of a Chayevsky tv script with all the down-to-earth honesty that 'Marty' had. The excellent performances of Bette Davis, Debbie Reynolds, Ernest Borgnine and Barry Fitzgerald make this an interesting picture."

"Lust for Life," the story of the great sensualist-painter Vincent Van Gogh, is advertised on the table of contents page of "McCall's" July issue.

"The Cosmopolitan Movie Guide" in the July issue recommends 30 motion pictures that are now playing in all types of theatres throughout the nation. Marshall Scott, who conducts the Guide, has selected "The King and I" as the outstanding picture of the month.

"The Great Locomotive Chase," reports Ed Miller in the July issue of "Seventeen," tells the thrilling story of a little-known Civil War adventure. In 1862, Union spies infiltrated southern lines in Georgia, bent on stealing a locomotive, in an attempt to cripple the Confederate transport system.

Bette Davis, star of "The Catered Affair," has written an interesting article based on the philosophy of Henry David Thoreau, which will appear in the July 22 issue of "This Week."

Ruth Harbert, in the July issue of "Good Housekeeping," says "The Ambassador's Daughter" takes place in Paris, "and it's as good as being there. Here is a comedy, unadulterated. Perfect performances by Olivia de Havilland, John Forsythe, Myrna Loy, Adolphe Menjou and others."

WALTER HAAS

EDITORIAL

CONTINUED FROM PAGE 1

effort in the little time remaining of this session of Congress and in face of the Administration's repeated policy statements against reduction of the excise taxes this year. But, even so, success, while not likely, remains a possibility.

Should Compo's valiant effort fall short of success at this time, it will not have been in vain. Far from it, in fact. The arguments expounded, the contacts made, the persuasion accomplished, will stand the industry in good stead when Compo and its campaign managers return to Congress next year for another attempt.

What has been done this year will almost certainly guarantee success then. Actually, in authorizing the current tax relief campaign, that was one of the important considerations that Compo's directors had in mind.

It is to be genuinely regretted that this year's effort did not have the support of the entire industry, either financially or in manpower. Now, as always in such cases, the individual stands to be the loser.

With the present experience in mind, perhaps the shortsightedness of a few can be overcome next year to permit a united and successful final assault on the burdensome levy that the industry has borne for almost 40 years.

Meanwhile, in the brief time remaining, let every member of the industry communicate at once with his representatives in Washington—both in the House and in the Senate—urging prompt and favorable action on this greatly needed and well deserved admissions tax relief measure.

The proper show of strength could even now turn the trick.

AIP Announces

(Continued from page 1)

tions have shifted, costs have climbed, competition for the amusement dollar is keener than ever.

"The first 20 months of our existence as a distributing organization have proved, however, that films made at sensible costs for the present audience can produce a sensible net profit for the maker and the exhibitor."

'Away All Boats' Opens In Key Cities Today

"Away All Boats," Universal-International's film based on the Kenneth Dodson best-seller about an attack transport in World War II, will have its premiere today in key cities where there are Naval installations and commands. To promote the VistaVision and Technicolor film, the company has conducted one of the "most comprehensive long-range campaigns" in its history.

Openings today include those at Keith's Memorial in Boston; the Goldman in Philadelphia; the Joy Theatre in New Orleans; the Golden Gate in San Francisco; the Spreckles in San Diego; and in 12 theatres in the Los Angeles area including the Hillstreet, Vogue, Ritz, Academy in Pasadena and eight drive-ins.

The U. S. Navy has aided promotion of the film, having held special invitational previews aboard its ships and acted as host with U-I at a series of special events. One hundred and six U. S. Navy recruiting offices from coast-to-coast in the eight U. S. Navy recruiting districts are aiding local exhibitors in their campaigns.

'Moby Dick' Strong

(Continued from page 1)

Sutton Theatre, the picture grossed \$18,584, with an estimated \$26,550 for the week.

Elsewhere over the country "Moby Dick" revealed the same top box-office strength.

Conn. MPTO Holds Annual Golf Tourney

HARTFORD, July 17—Three hundred persons, representing exhibition and distribution of the industry in northeastern states, attended the annual golf tournament and dinner sponsored by MPTO of Connecticut at Racebrook Country Club here today.

George H. Wilkinson Jr., MPTO president, and Harry Feinstein, Stanley-Warner zone manager, were co-chairmen.

David Koster Dies

BOSTON, July 17—Funeral services for David Koster, 83, of Mattapan, Mass., will be held from Solomon Funeral Parlor today. He was the father of William Koster, executive secretary of the Variety Club of New England and is also survived by his widow and two daughters.

Services for McGrail

BOSTON, July 17—Funeral services for John McGrail, 56, former publicist at Universal—will be held tomorrow at St. Mary's Church, Ayer, Mass. He died Sunday in Rutland, Mass. after a lingering illness. He had been head of the publicity department for five years at U-I.

Tax Relief

(Continued from page 1)

economic situation confronting the motion picture industry and cited the fact that over 5,000 theatres had closed between 1946 and 1953.

Sees Today Worse Than '53

"Information supplied the committee indicates that the condition is now worse than in 1953," the committee said today. "It has been stated that more than half of all theatres are presented faced with economic problems, since 5,500 theatres are in the red and another 5,400 theatres at or near the break-even point."

As in 1953, television is believed to be the main cause of the motion picture industry's difficulties, the committee report continued. "While the exemption of \$1 or less for admissions to motion picture theatres and other places of amusement will not remove the competitive problem presented by the advent of television," the committee stated, "it is believed that it will better enable these industries to adjust their long-range plans to the new competitive situation."

Points to 1954 Statement

The committee pointed out that the present 50 cents admission tax exemption was voted in 1954, at which time it was stated that the admission tax constituted a special hardship for small theatres and other theatres with low charges.

Pinanski in Plea

(Continued from page 1)

in support of the Mason Bill in 1953 when both Houses of Congress passed the measure. "There is no reason why we can't repeat that achievement this time and get the King Bill through the House and Senate before adjournment. If we do, I feel confident the President will sign it."

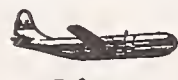
Pinanski praised Bob Coyne, COMPO special counsel, and Bob O'Donnell for getting the measure past the House committee.



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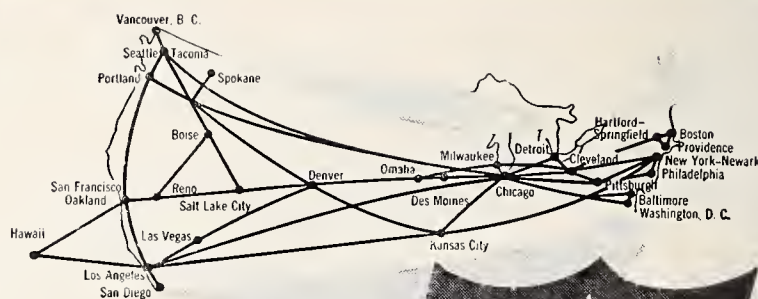


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MOTION PICTURE DAILY

VL. 80, NO. 13

NEW YORK, U. S. A., THURSDAY, JULY 19, 1956

TEN CENTS

Same Costs

Indianapolis Credit Plan May Be Off

Cantor Says Distributors Are Silent on Progress

Costs and other considerations are believed to have made a test of the credit card plan in Indianapolis-Marion County motion picture theatres impractical, according to reports.

Joseph Cantor, chairman of the Indianapolis-Marion County exhibitor committee which was formed to work with the sub-committee of the Motion Picture Association of America in putting the credit card plan to a test, said that his group hasn't heard what

(Continued on page 6)

Politicians Score 'Boss'

The United Artists production of "The Boss," which will have its release late in August, is causing political repercussions in Kansas City and in Congress, producers Frank and Walter Seizer, who completed the quick-and-rite film with a Production Code seal, said yesterday.

The Seitzer brothers, meeting with the press at the UA home office,

(Continued on page 2)

Ask IATSE Aid

TV Filming Dispute

Hollywood locals of the International Alliance of Theatrical Stage Employees will ask the international arts union, which will hold its biennial convention in Kansas City, Aug. 20-25, to settle jurisdictional disputes

(Continued on page 6)

May Occur Early Next Year

Plan Merger of UATC, Skouras and Rowley United into One Operation

By LESTER DINOFF

United Artists Theatre Corp. is presently discussing with Skouras Theatres and its other theatre and industry affiliations a program under which all interests will be merged into one large operation, it was learned yesterday.

The merging of the varied UATC interests may take place early next year.

The discussions between UATC, which is headed by George P. Skouras, and Skouras Theatres, headed by Spyros S. Skouras, have been going on for some time now. It was pointed out that Rowley United Theatres of Texas is also involved in the merger planning and that a combination of all UATC interests would bring about a theatre operation totaling close to 250 theatres throughout the United States. UATC operates 40 theatres; Skouras,

(Continued on page 6)

O'Donnell to Discuss

Tax Campaign Today

Robert J. (Bob) O'Donnell, chairman of the Council of Motion Picture Organization's tax committee, will hold a press conference at 3 P.M. today at COMPO headquarters here to discuss the tax campaign situation.

Champion Aussie Showmen Arrive

Managers of two Greater Union Theatres of Australia arrived in New York from London by plane yesterday for a five-day visit in the course of a 'round-the-world trip which both won as first prize in their circuit's annual business improvement campaign.

The two winners are Robert Watts, manager of the Odeon Theatre, Penzance, N.S.W., contest winner in the suburban and country theatres division, and Reginald King, manager of the Capitol, Sydney, winner in the large city division. The circuit is headed by Norman Bede Rydge who, himself, arrived in Montreal

(Continued on page 2)

Columbia's Long-Range Ad Campaign for 'Zarak'

Columbia Pictures is this week launching what it describes as "the most extensive long-range trade press advertising campaign it has ever drawn up for a single feature." The series of ads for the Warwick production "Zarak" will run at frequent intervals until the New Year's Eve release of the film.

Copy for the series of color ads, which will range in size from 1/2 page to 2 1/2 pages, will emphasize the number of days before "Zarak" will be ready for exhibition. The film, in CinemaScope, was filmed in Morocco and stars Victor Mature, Michael Wilding and Anita Ekberg.

With Speed

King Tax Bill Cleared for House Voting

Committee Specifies 1-Hour Debate Limit

By J. A. OTTEN

WASHINGTON, July 18. — The House rules committee, acting with unusual speed, today cleared for House voting the King Bill to boost the Federal admissions tax exemption from 50 cents to \$1.

House majority leader McCormack (D., Mass.) said he was "delighted" at the committee's action and that he would program the bill for a

(Continued on page 6)

McGee to Join Tax Cut Drive

Pat McGee, co-chairman of the Council of Motion Picture Organizations' successful tax relief campaign of 1953-54, will arrive in Washington from Denver on Monday to offer his services in the final stages of Compo's effort to obtain further Federal admissions tax relief for theatres.

McGee will join Robert W. Coyne, Compo special counsel, and Robert J. O'Donnell, tax campaign

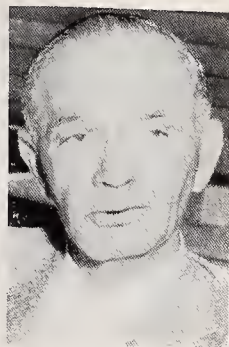
(Continued on page 6)

Mort Blumenstock Dies Following Heart Attack

From THE DAILY Bureau

HOLLYWOOD, July 18. — Mort Blumenstock, formerly vice-president of Warner Brothers Pictures in charge of advertising and publicity, died in his sleep early today following

(Continued on page 6)



Frank Seltzer



Pat McGee

Cadillacs Turn Up at New York State Drive-Ins; Exhibitor Sees Trend to Widening of Audience

Special to THE DAILY

ALBANY, July 18—An increasing number of new and more expensively-priced automobiles, observable at drive-ins in this area, is regarded by one veteran exhibitor as indicative of a trend toward a widening of the drive-in's appeal.

Harry Lamont, operator of five theatres in upper New York State puts it this way: "It is not unusual now to see Cadillacs at drive-ins. Three of them were reported on Ramp 1 in the Leeds drive-in at Leeds on a recent night. They bore New Jersey license plates. And at my Sunset drive-in, Kingston, manager Bob Case also noted a number of new and expensive cars recently."

To Lamont this indicates that, "while the middle-class family is still the core of the drive-in audience," it is now attracting other groups, including older people without children.

PERSONAL MENTION

DAVID O. SELZNICK and JENNIFER JONES arrived in New York from Europe yesterday aboard the "Liberte" and will leave here on Saturday for the Coast.

MAURICE SILVERSTEIN, liaison between M-G-M and independent producers, will leave New York at the weekend for Hollywood.

WILLIAM R. WEAVER, West Coast editor of Quigley Publications, yesterday became a grandfather with the birth of a girl, DEBORAH ANN, to his daughter, Mrs. ROGER STOCKTON, at Hollywood Presbyterian Hospital.

ED SULLIVAN, television star and columnist, left here yesterday by plane for England and the Continent. He will return to New York on July 29.

SIDNEY WEISNER, Warner Brothers attorney, and Mrs. WEISNER returned to New York from Europe yesterday aboard the "Liberte."

OTTO PREMINGER will leave New York today for London via B.O.A.C. Monarch.

GEORGE COTHAM, booker for Allied Artists Southern Exchanges, is the father of a boy born to Mrs. COTHAM in Atlanta.

NORMAN KRASNA, writer-producer, will arrive here from the Coast on July 25.

SMPTE Meet To Have 43 Equipment Booths

Some 43 booths will display the latest equipment developed for use in laboratories and motion picture and television studios at the 80th semi-annual convention of the Society of Motion Picture and Television Engineers, Oct. 8-12 in Los Angeles.

John B. Olsson, exhibit chairman, said the booths are to be erected in the Hotel Ambassador. He added that for the first time one entire technical session will be devoted to a program of papers on transistors and their applications to motion pictures and tv. Sessions will also be devoted to motion picture studio practice, projection and exhibition, laboratory practice, general tv subjects, tv film commercials and instrumentation and high-speed photography.

Johnston to Meet With MPAA-MPEA

Industry matters will be discussed in conferences between Eric Johnston, president of the Motion Picture Association and the Motion Picture Export Association, and executives of the domestic and foreign trade groups here today and tomorrow, it was reported yesterday.

Johnston, who arrived in New York yesterday from the West Coast and Washington, is expected to be brought up to date on a number of motion picture industry projects in preparation for the forthcoming company presidents meeting, which, it was indicated, will be held early next week.

Will Report on Seaton Meeting

The MPAA-MPEA head is scheduled to report to the company presidents on his recent European trip, on an early summer meeting with George Seaton, president of the Academy of Motion Picture Arts and Sciences, in regard to industry sponsorship of the 1957 Academy Awards, and other issues. He and the board members will also go over the self-regulation committee's progress and the sales managers committee and advertising and publicity directors committee progress on ways and means of revitalizing the box office.

'Oklahoma' Bookings In Three More Cities

Rodgers and Hammerstein's "Oklahoma" produced in Todd-AO will open in Louisville, Indianapolis and Oklahoma City in mid-August, it has been announced by the Magna Theatre Corp., which has set deals with the Lyric Theatre in Indianapolis, the Brown Theatre in Louisville, and the State Theatre in Oklahoma City. D. Irving Long, president of the Fourth Ave. Amusement Co., which operates the Louisville and Indianapolis theatres, signed these agreements, the Indianapolis one calling for an exclusive road show.

Writers Guild Head Hits Release of Films to TV

HOLLYWOOD, July 18—"The release of M-G-M features to television is a serious blow to both screen and television writers," Edmund Hartman, president of the Screen Writers Guild of America, West, declares in the Guild News Bulletin to members.

"My personal opinion is these pictures will be absorbed in tremendous tv markets, and that the real damages will be to motion picture theatres and thus, indirectly, to motion picture writers," Hartman declared.

Now It's 'Free Movies' at Municipal Swimming Pool

Special to THE DAILY

ATLANTA, July 18 — The Spring Avenue swimming pool, a municipal operation here, is now showing as an added attraction 16mm motion pictures, including Mickey Mouse cartoons and full-length features.

Park Director Roy Grayson says the "pool-side" films are very popular and often "stop the water play of the youngsters as they go to the sidelines to watch them." The cost to his department is small, he said, as only old films are shown.

Local theatre exhibitors have been non-committal so far about the situation.

'Boss' Scored

(Continued from page 1)

said their film has been called in some quarters "a biographical sketch of the late Pendergast in Kansas City." Walter Seltzer, who did most of the talking, emphatically denied this, maintaining that the picture "is fictional and tends to show the link between organized crime and organized politics."

Seltzer observed that, following a preview of the picture in Los Angeles, the mayor of Kansas City, who attended the screening, declared he would attempt a "local boycott" of the picture.

The producers said that Rep. Melvin Price, (D., Ill.) had attacked the film in Congress saying that "this will make the Republicans happy. I would like to see Hollywood turn its cameras on these real political bosses of the present, instead of reviving ghosts from the past." Seltzer said he has contacted Joseph Holt (R., Calif.) concerning this political criticism and that the Congressman requested a private showing of the picture before making a reply. The screening will be held in Washington tonight.

Code Seal Withheld

Commenting on their difficulties with the Production Code Administration, the Seltzer brothers said that a Code seal was not given the picture due to a scene in which machine gun bursts are heard, but not seen. "All that is seen is a law officer getting killed," they stated, adding that there is no intention at this time to change the scene in order to secure a seal.

The producers disclosed that UA has not as yet given them a decision as to whether the picture as it is at present will be released by the distribution company. Seltzer said the decision would be made after a UA executive screening.

Australians

(Continued from page 1)

last night in the course of a 'round-the-world business trip. Rydge will continue through Canada en route home without visiting the United States because of lack of time.

An interesting feature of the G. U. T. annual contest for its managers is that the competition is not with other theatres but always against the previous record of the same theatre. The contests run for six months each year, during which time company judges make frequent, unscheduled visits to the theatres, grading each on various showmanship and house-keeping performances which determine the winners. Grades are given not only for increases in attendance (judging is on the basis of tickets sold rather than grosses attained), but also on service to patrons, cleanliness of the house, effectiveness of advertising, publicity and exploitation, projection standards and other evidences of good management.

In addition, American and other distribution companies in Australia offer prizes at the same time to managers who put on the best campaigns and get the best results with the distributor's picture during the contest. Staff members of winning theatres also share in prizes.

Watts and King saw television for the first time during their stay in London and expressed some apprehension as to effects it may have on theatre business in Australia when it is introduced there on an extensive scale. During their stay in New York the two will be entertained by Radio City Music Hall, Cinerama, Columbia RKO Radio, Universal and others.

'Walk Proud Land' Set For Hudson, N.Y. Bow

HUDSON, N. Y., July 18—"Walk the Proud Land," Universal-International's Cinemascope and Technicolor production based on the biography of John Philip Clum, famed Indian agent, will have its world premiere at Walter Reade's Community Theatre here Aug. 1, as part of a statewide celebration paying tribute to the late Clum, whose birthplace is located on the outskirts of Hudson at Claverack, N. Y.

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... of Drive-ins

Wometco Manager Promoted

Burton Clark has been promoted to district manager in charge of all its drive-in theatres in the Greater Miami, Fla., area by Wometco Theatres. With the circuit for many years, Clark was formerly manager of the Boulevard drive-in at North Miami Beach.

Schafers' New Drive-In

The Algiers Drive-In at Wayne and West Warren, Mich., is nearing completion and should be ready for operation within two weeks, according to owners Martin and Charles Schafer. National Theatre Supply is installing new equipment, which will include Duplex projectors and sound and a 50-foot screen tower. Capacity is 2,000.

Film Price War In Ohio

Last summer the seven drive-ins in the Toledo, Ohio, area suffered an admissions price war; this season it is a film price war. Product cutting has been discontinued due to disagreements among the exhibitors participating in that plan.

First for Newton, Conn.

Plans to construct the first drive-in theatre at Newton, Conn., have been announced by George J. Ryan of Fairfield, Conn.

Open at Ravena Today

Opening of Sylvester Albano's drive-in outside Ravena, N. Y., has been postponed until today because of a delay in construction work. The original opening date was for last week.

Conn. Circuit Tries Out New Film Time Plan

HARTFORD, July 18—The Perakos Theatre Associates Circuit is experimenting with suburban feature screening time to determine more exactly the patrons' wants.

Superie Perakos, general manager of the independent circuit, has scheduled companion features twice nightly, weekdays through Fridays, at about 8:00 and 9:30 P.M., with the main feature shown only once nightly at about 8:15 P.M. The experiment is being conducted at the Eastwood and Regent Theatres.

Performances at both theatres are continuous on Saturdays, Sundays and holidays.

British Film to A. A.

HOLLYWOOD, July 18. — Allied Artists has announced acquisition of United States, Alaska and Hawaii distribution rights to "Yield to Night," Associated British-Kenneth Harper production starring Diana Dors.

Terms Situation 'Serious'

British Producers Said 'Disturbed' By Rise in U.S. Films Made There

By PETER BURNUP

LONDON, July 14 (By Air Mail)—The increasing number of "British" films being made in England by American production companies was described as "disturbing" to British picture makers by John Davis, managing director of the Rank Organization and president of the Producers' Association in his presidential address at the annual meeting of the Association. Describing the situation and its future development as requiring "serious consideration," Davis said that the "arguments are not all on one side."

Acknowledges Cooperation

Taking up first the points "for" American producers, Davis said: "We all realize and gladly acknowledge that American motion picture companies which make films in this country have in many directions, for example, in carrying out the agreements made between this Association and the various Trade Unions, been most co-operative. Again, British producers cannot provide all the films required to enable exhibitors to carry out their statutory obligations in respect of Exhibitors' Quota and for this reason we welcome the films made in this country by American-controlled companies. We also appreciate that large sums of American money are being used in this country which help to provide a livelihood for British producers, actors and technicians."

Subsidiaries a Factor

"However," Davis declared, "there is another side to be considered. American companies have established subsidiaries in this country which are legally British companies and enjoy all the advantages which have been devised by Parliament and otherwise chiefly in order to enable British producers to survive notwithstanding the fierce competition in their home market from American imports. American subsidiaries in this country not only have the benefit of Exhibitors' Quota but receive payments from the Production Fund on precisely the same terms as British producers. They also claim British export licenses for foreign countries and even put forward their films to be presented at International Festivals as being British."

Says Purpose Was to Aid U.K.

"The British Film Production Fund was established in 1950 on the initiative of the Government for the purpose of providing British producers with a supplementary revenue over and above the receipts from cinema box-offices in this country. Although it was agreed at the time that the distribution of the Fund should, generally speaking, be for the benefit of British quota films, it is obvious that the scheme would not have been put forward by the Government or accepted by the industry on the ground that the levy recoverable from box-office takings was required to support films made in this country by American subsidiaries. At the present time American production in England is

greatly increasing and it is this increase which is so disturbing to British picture makers.

"This situation and its future development require serious consideration. As I have indicated, the arguments are not all on one side. It will not be easy to find a satisfactory solution, but, speaking for myself, I am confident that it will not be in the best interest of this country or of British film production to leave things as they are at the present time—an equitable solution to the problem must and can be found."

Looks to Future of Eady Plan

In his address, Davis directed his attention also to the future of the Eady Plan and the British Film Production Fund saying:

"I cannot emphasize too strongly how essential it is that a decision on the extension of the Fund should be announced before Parliament rises for the summer recess."

"Unless producers can be sure, within what is now only a matter of two or three months, that an adequate Production Fund will be available to them in some form after Oct., 1957, British production inevitably must now start to contract."

Wants Assurance of Fund

"No producer, as a prudent business man, will be able to put a film into production after the end of November next unless he is assured of the continuance of the Fund, but to go into production in November he must start his planning in the summer."

Ark., Miss., Tenn. MPTO Slates Oct. Convention

MEMPHIS, July 18—Dates for the annual convention of the Motion Picture Theatre Owners of Arkansas, Mississippi and Tennessee were set today for Oct. 22-23.

Action was taken by the Board of Directors meeting in Memphis, president Charles Eudy, Houston, Miss. announced. The convention will be in Memphis. Leon Roundtree, Holly Springs, Miss., was named as convention chairman.

E. M. Fay's Wife Dies

PROVIDENCE, R. I., July 18—Funeral services for Mrs. Katherine A. Fay, who died here this morning, will be held at the T. J. Monahan Funeral Home here tomorrow. Mrs. Fay was the wife of Edward M. Fay, Providence theatre exhibitor, whose industry career dates from 1916 and includes chairmanship of the board of C & F Theatre Company, membership on the board of directors of MPTOA.

... NEWS ROUNDUP

U-I to Release 'Beast'

Universal-International has completed negotiations with Jewel Enterprises for acquisition of "Beast of the Amazon," starring John Bromfield and Beverly Garland.

Dual Bow for 'Verdi'

A. W. Schwalberg, president of Artists-Producers Assoc., has announced that "The Life and Music of Giuseppe Verdi" will have a dual New England premiere Aug. 1 at the Paramount Theatre in Rutland, Vt., and the Knox Theatre in Rockland, Me.

Silvers' Lunch Postponed

The Phil Silvers testimonial luncheon, scheduled for today by the entertainment artists and musicians' section of the United Jewish Appeal of Greater New York, has been postponed until some time in September, because a number of prominent members of the group are out of town this week.

Articles To Exploit 'Bigger'

Twentieth Century-Fox's controversial drama of drug addiction, "Bigger Than Life," which will have its world premiere in August at the Victoria Theatre, New York, will have a large promotional campaign, including stories in medical, drug, educational and psychological journals.

Button Heads USIA Service

Robert E. Button, former NBC executive, has been named head of the broadcasting service of the U. S. Information Agency. This carries on both the "Voice of America" radio and tv services. Button has been deputy chief since April, 1955. He'll succeed J. R. Popple, who resigned as of July 15 to return to private industry.

Canadian Exports Drop

OTTAWA, July 18.—Canadian film exports dropped to \$1,588,000 in the first five months this year in contrast to \$1,821,000 in the corresponding period last year, the Canadian Government has reported. Film exports fell to \$316,000 in May from \$390,000 in May last year and \$444,000 in the preceding month this year.

Open New Office Here

A branch office will be opened in New York on July 30 by the publicity firm of Blowitz-Mazell to handle promotion of independent film productions, it was disclosed yesterday by William Blowitz. Fred Goldberg will direct operations at the new office.

"THE BAD THE BIG S

watch the hot way Warner

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hidden shame
out in the
open -- and
the most
terrifying
rock-bottom
a woman
ever hit
for love!



**TRADE
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25th**

ALBANY

20th Century-Fox Screening Room
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ATLANTA

20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON

20th Century-Fox Screening Room
115 Bway • 2:00 P.M.

BUFFALO

Motion Picture Operators Hall
498 Pearl St. • 8:00 P.M.

CHARLOTTE

20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO

Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI

RKO Palace Th. Screening Room
12 E. 6th St. • 8:00 P.M.

CLEVELAND

20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.

DALLAS

20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER

Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES

Paramount Screening Room
1125 High St. • 12:45 P.M.

DETROIT

Film Exchange Screening Room
2310 Cass Ave. • 2:00 P.M.

SEED" IS WHOCKER!

ros. present it!



ANAPOLIS
Fox Westcoast Sc. Rm.
1837 So. Vermont Ave. • 2:00 P.M.

CONVILLE
Fox Theatre Bldg. Sc. Rm.
221 Forsyth St. • 2:00 P.M.

SAS CITY
20th Century-Fox Screening Room
1720 Myndotte St. • 1:30 P.M.

LOS ANGELES
Fox Westcoast Sc. Rm.
1837 So. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 3:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 8:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. North • 2:00 P.M.

NEW HAVEN
Stanley Wainer Screening Room
70 College St. • 1:30 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 Liberty St. • 2:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 10:00 A.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of the Allies • 1:30 P.M.

PORTLAND
Star Screening Room
925 N.W. 19th Ave. • 2:00 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
216 East 1st South • 1:00 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Neptune Theatre
2:00 P.M.

ST. LOUIS
S'ranco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 10:30 A.M.



Blumenstock

(Continued from page 1)

ing a heart attack at his home in Beverly Hills. He was 54 years of age.

Last May Blumenstock announced his retirement from Warner Brothers after an association of 28 years with the company to return from New York to the West Coast. He had been vice-president in charge of advertising, publicity and exploitation since 1945.

A motion picture executive highly respected throughout the industry, Blumenstock was born in New York on Dec. 26, 1901. He entered the industry as a writer and film editor for First National Pictures. At Warner Brothers he was in charge of publicity, advertising and exploitation for 15 years before becoming vice-president with headquarters in New York. In February, 1952, he transferred his headquarters to the company studios in Burbank. Last March he returned to New York.

Funeral Services Friday

Blumenstock is survived by his widow, Sandra; a daughter, Bebe, wife of Marvin Perskie, attorney of Wildwood, N. J.; two grandchildren: Lisa and Mort; two brothers: Sid, advertising manager of Paramount Pictures, and Leonard, retired, of Miami Beach.

Funeral services will be conducted at 11 A.M. Friday at the Church of the Reformation, Forest Lawn Memorial Park, Glendale, Cal.

Wide Screen Emphasis On 'Unusual' Stories

While further refinements may yet be made in the techniques of wide-screen filming and projection, producers in this medium will put the greater emphasis on making films of "unusual" interest, according to William Colleran, former television director signed by Louis de Rochemont to direct the first Cinemiracle picture later this year.

In an interview here, Colleran said it will "only be a matter of time" before the wide-screen photographic techniques will be thoroughly mastered. He declined to elaborate on plans for Cinemiracle production, other than that the first de Rochemont presentation will be a musical to probably go before the cameras in the fall. He said the three-camera, three-film-strip Cinemiracle process remains in the development stage, but that "we feel it is technically more feasible than Cinerama."

"The story still remains the major factor," he said, "and whatever company has the best story, will create the biggest box-office demand."

A second Cinemiracle camera is expected to arrive in the next four weeks, Colleran reported, and plans are in operation for completion of the script on the first film. Colleran's contract runs 40 weeks and may be renewed after completion of the film.

REVIEW:

1984

Holiday Film Prod.-Columbia

EDMOND O'BRIEN, MICHAEL REDGRAVE and Jan Sterling are the marquee attractions in this Columbia release of a Holiday Film Production that takes theatre patrons into the future, to see what might occur under a totalitarian regime. Adapted from George Orwell's book of the same name, this film has originality, suspense and realism.

William Templeton and Ralph Bettinson wrote a taut screenplay that is well handled by producer N. Peter Rathvon and director Michael Anderson. They treat 1984 events leisurely, but at the same time build an effective argument for the audience that their democratic heritage isn't to be taken lightly. They frankly state "1984" to be a story of the future—not the future of space ships and men from other planets—but the immediate future. The success of the tv play "1984" could well be remembered by exhibitors.

As Orwell wrote it, 1984 finds the world divided in three states, the only English-speaking people living in Oceania with London as its capital. "Big Brother," heard but not seen throughout the film, rules the nation that resembles a present-day Communist nation.

O'Brien, who maintains a feeling of realism throughout, is cast as an Outer Party member; Miss Sterling introduces the romantic element as she portrays another Outer Party worker in the Anti-Sex League, and Redgrave is the Inner Party man who leads to the downfall of both Miss Sterling and O'Brien.

Contrary to party doctrine, Miss Sterling and O'Brien fall in love and are forced to meet in secluded places in order to avoid detection. As one of the few who recognize the fraud which the government is perpetrating, O'Brien plans to join an underground movement to fight "Big Brother" and finds Redgrave, a high-ranking party member, to be opposed to the regime. O'Brien and Miss Sterling disclose their love for each other and, during a meeting at a secluded apartment, are arrested by the thought police and tossed into prison. To his surprise, O'Brien finds Redgrave to be a government spy, not an underground worker as he originally believed.

Through a slow, tortuous process, O'Brien is "brainwashed" by Redgrave and to a point where he disavows any revolutionary beliefs but casts his entire mind at the foot of Big Brother. He accidentally meets Miss Sterling after having been oriented to the government policy but finds that he is no longer capable of loving anyone, not even her, beyond Big Brother.

Running time, 91 minutes. General classification. Release, September.

JACK EDEN

Indianapolis Plan

(Continued from page 1)

the status of the proposal is for "some time now."

Cantor, contacted by telephone, said he believed the credit card plan has fallen by the wayside since the MPAA committee, headed by William C. Gehring, appeared in Indianapolis last month. No information has been given to his group by Gehring since then, he said.

The Indianapolis exhibitor pointed out that theatremen in his territory were favorable to a test of the credit card plan. Cantor said that his committee, which also includes Doc Sandorf, Dick Lochry, Dale McFarland and Rex Carr, has compiled a list of questions which they would like a survey group to ask the Indianapolis public. They even have recommendations as to which research organizations should be retained for the survey, he said, naming it as Sindlinger & Company.

"Since we haven't heard from Gehring as to the survey and the plan for sometime, we think it may be off," he said.

Cantor observed that the survey

To Ask IATSE

(Continued from page 1)

over motion picture production for television.

The IATSE locals are currently having disagreements with the International Brotherhood of Electrical Workers concerning the filming of tv shows.

The IBEW asserts that it recognizes the IATSE's claim to filming for motion picture theatre exhibition. However, since the DuMont Electronicam has been put into operation for television filming, the IBEW says it now has the right to act as collective bargaining agent for workers using this new equipment.

It was also said that the matter may be presented to the IATSE's executive board for consideration.

alone would cost close to \$20,000 and that Gehring has to get the money for it from the MPAA. He pointed out that he doesn't even know if Gehring has retained a survey organization.

Gehring, contacted here regarding progress made by his sub-committee, was non-committal.

King Tax Bill

(Continued from page 1)

House vote "at the earliest opportunity."

The rules committee specified that there should be one hour debate on the bill, and that no amendment would be in order on the House floor.

McCormack pointed out that even though the rules committee had cleared the bill, it still could also be brought up under a special "suspension" procedure. "We will use whichever procedure brings the bill up first the most quickly," he promised.

The speed with which the rules committee acted—it didn't even bother to hold hearings on Rep. King's request that the bill be cleared—a McCormack's stand indicated that the House would probably be giving a chance shortly to vote on the bill and that passage was almost certain. However, it is still considered too late in the session to get Senate action, and if the Senate should act, a Presidential veto is still likely.

In another tax development, Rep. Forand (D., R. I.) introduced a 40-page bill carrying out technical excise tax changes approved by the Ways and Means Committee earlier in the year. He invited public comment on the proposal. He also indicated that his excise tax subcommittee would hold hearings this fall on proposals to change excise tax rates.

Robert J. O'Donnell, chairman of the Council of Motion Picture Organizations' tax committee, expressed great gratification both at the prompt granting of the rule and the prompt reporting of the bill by the Ways and Means staff.

McGee to Join

(Continued from page 1)

chairman in the windup effort which may see the tax relief legislation before the House and Senate next week.

McGee, who formerly was in charge of operations for the Cooper Foundation Theatres in Colorado and Oklahoma, has close contacts with key members of Congress.

Plan Merger

(Continued from page 1)

45 theatres; Rowley United, 10 houses.

UATC, it was reported, has extensive exhibition interests in Metropolitan Playhouses, United California Theatres, and Penn Federal Enterprises. The circuit is also financially active in Magna Theatre Corp., and Todd-AO Corp., the licensed producers to make motion pictures in the Todd-AO process and distribute Todd-AO motion picture theatre equipment.

A high executive of Skouras Theatres, when questioned about the merging of interests between his organization and UATC, said that the talks "have been going on for some time."

All
the News
That
Is News

QP

MOTION PICTURE DAILY

Concise
and
to the
Point

QP

Vol. 80, NO. 14

NEW YORK, U. S. A., FRIDAY, JULY 20, 1956

TEN CENTS

Theatres Report

Film Business Continuing to Move Upward

'Duchin,' 'King' and 'Moby' Set Pace in Long Runs

Motion picture theatre business on Broadway and in outlying theatres for the past month has been continually improving as the summer progresses with long run pictures, such as Columbia Pictures' "The Ely Duchin Story," 20th Century-Fox's "The King and I" and Warner Brothers' "Moby Dick" setting the pace, according to Broadway and circuit reports.

Many exhibitors, in telling of their good business, report that the warm weather and the heavy influx of tourists into metropolitan New York are important factors which have

(Continued on page 2)

AA. Meeting Will Hear Boyd, Other Officials

From THE DAILY Bureau

HOLLYWOOD, July 19. — Steve Boyd, president of Allied Artists, will address company bookers from Seattle, Portland, San Francisco, Lake City and Los Angeles branches at a final regional sales meeting in the Hollywood Roosevelt Hotel, to be held on Saturday and Sunday.

Others who will speak include Harold Wirthwein, Si Borus, Manny Goodman, William Foster and Eugene Arnstein.

Many to Attend TOA's Sowmanship Forum

Twenty-nine promotional-minded exhibitors from all parts of the nation have accepted invitations thus far to attend the Theatre Owners of America Sowmanship forum which will be held at the Edgewater Beach Hotel in Chicago, July 30-31, it was announced yesterday by Ernest G. Stellingsma, chairman of the conference.

Stellingsma said that besides the in-

(Continued on page 5)

Early House Approval Anticipated

Exhibitors Answer COMPO Call to Washington for Final Tax Effort

By J. A. OTTEN

WASHINGTON, July 19.—Anticipating early House approval of the pending admission tax relief bill, industry leaders have already started working to get Senate action before adjournment.

Officials of the Council of Motion Picture Organizations have called in theatre owners from all over the country to go to work on Senate Majority Leader Johnson of Texas, Senate Minority Leader Knowland of California, Senate Finance Committee chairman Byrd (D., Va.), and other members of the Finance Committee.

They declared they felt they could "still squeeze it through" before Congress quits—probably at the end of next week. But they also admitted

(Continued on page 2)

AB-PT Profit For Half Year Is \$4,202,000

Net operating profit of American Broadcasting-Paramount Theatres, Inc., for the first six months of 1956 was \$4,202,000, or 97 cents a common share, Leonard H. Goldenson, president, reported yesterday. Compared with \$3,355,000, or 77 cents a common share, for the same period of 1955, net operating profit for the first half of this year increased 25 per cent.

Second quarter net operating profit, according to Goldenson, was \$1,632,000, or 37 cents a common share, as against \$1,438,000, or 32 cents a common share, for the 1955 period.

In addition, during the first six months of 1956 net capital gains of \$970,000, or 22 cents a common share, were realized from the sale of theatre

(Continued on page 3)



L. H. Goldenson

Donald Stover Named To New RETMA Post

From THE DAILY Bureau

WASHINGTON, July 19—Donald H. Stover, former service manager of Sentinel Radio Corp., has been appointed service coordinator for the Radio Electronics-Television Manufacturers Association, effective Aug. 15, it was announced by executive vice-president James D. Secrest. Stover will coordinate the industry's service activities and will undertake an intensive field job of promoting RETMA's vocational training program throughout the country.

O'Donnell Reports Texas Business Big in July

Business of Interstate Theatres of Texas this month has been far ahead of the corresponding period last year, Robert J. O'Donnell, general manager of the circuit, stated here yesterday.

O'Donnell, who is in New York on conferences with exhibition leaders concerning the Federal tax repeal campaign, of which he is national chairman for the Council of Motion Picture Organizations, said that business in his theatres also has equalled business

(Continued on page 5)

Fred Goldberg in Charge Of New Publicity Office

Fred Goldberg, formerly advertising-publicity director for I.F.E. and more recently with the Arthur P. Jacobs Co. here, has been named general manager of the New York offices of the Blowitz-Maskel publicity firm being opened Monday. Goldberg also was with Paramount Pictures and RKO Radio here in publicity posts.

Blowitz-Maskel specializes in publicity for independent producers.

Rhoden Finds:

'Free Space' To TV Greater Than to Films

Survey Shows Press Builds Up Its Ad Competitor

From THE DAILY Bureau

LOS ANGELES, July 19—Newspapers are building up their biggest competitor for the advertising dollar—television and radio—with publicity running two to one for paid advertising, Elmer C. Rhoden, president of National Theatres, Inc., said in announcing the results of a comparative motion picture, television and radio publicity survey, conducted by National Theatres in 16 newspapers of metropolitan areas.

According to Rhoden, the news-

(Continued on page 2)



E. C. Rhoden

Preminger Sets Star Search for New 'Joan'

By LAWRENCE J. QUIRK

Claiming that his plan might mean "the birth of at least one new star in the film firmament," and that it was his two cents worth toward a contribution to the star-quality among new faces that exhibitors are currently crying for, producer-director Otto Preminger yesterday announced

(Continued on page 5)

New Boston License Ordinance Hits Theatres

Special to THE DAILY

BOSTON, July 19. — Motion Picture theatres in this city came in under a blanket ordinance revision by Mayor Hynes which would raise fees on licenses and permits in various businesses.

He has submitted to the City Council

(Continued on page 5)

PERSONAL MENTION

ROBERT J. O'DONNELL, chairman of the Compo tax repeal campaign, had to cancel a scheduled press conference here yesterday because of the pressure of campaign activities.

ABE J. PLATT, convention coordinator for Theatre Owners of America, has arrived in New York from Chicago.

NORMAN HASSELO, United Artists personnel director and secretary of the Passenger Traffic Association of New York, will leave here today by plane for Brazil.

FRANK and WALTER SEITZER, producers, will return to Hollywood tonight from New York.

MILTON EELMAN, head of National Screen Service trailer production department, will be married on Saturday to **PAULINE FEUER**.

BILLY WILDER will leave here today for Europe.

JOAN CRAWFORD and her husband, **ALFRED STEELE**, left New York for Europe yesterday aboard the "United States."

LESLIE GRADE, British talent agent, will leave here tomorrow for London via B.O.A.C.

MANNY GOODMAN, Allied Artists Eastern contract department head, will leave New York today for Hollywood.

DORIS KUCHMEISTER, secretary to **ROGER H. LEWIS**, United Artists national director of advertising-publicity, has returned to New York from a vacation at Eastover, Mass.

ROBERT MOSCOW, general manager of the Rialto Theatre, Atlanta, has returned there from New York.

DAN COURSEY, branch manager for 20th Century-Fox in Atlanta, has returned there from Miami.

Set Screening of 'Life'

Public health agency directors, science writers and editors and **Marion B. Folsom**, Secretary of Health, Education and Welfare, and Surgeon General **Leonard Scheele** are among the government officials who will attend a special showing of 20th Century-Fox's "Bigger Than Life" Aug. 2 in Washington, D.C.

NT Studies 'Free Space'

(Continued from page 1)

papers are committing "a double sin—mass homicide of motion picture theatres, and journalistic suicide." Motion pictures, using five times as much ad space as television and radio, received publicity and news (only) on a ratio of 50 per cent to advertising," he said.

"These figures for television and radio publicity do not include the space newspapers give to the logs, except in two cities," Rhoden added. "If the logs were included, the ratio of free space for tv would be even greater. In San Francisco the inclusion of free tv-radio listings raises publicity to three and a half times that of paid advertising."

Points to 'Directories'

"On the one hand newspapers give away directory listings to their worst competitors, tv and radio; and they charge the motion picture theatres for the same kind of directory listings at higher than commercial rates."

Claiming that newspapers were

sowing seeds of their own destruction with tv-radio publicity, Rhoden pointed out:

"The build-up may eventually prove injurious to other service businesses who advertise. The demand for the luxuries of the automobile, gasoline, restaurants and stores can well diminish through the influence of tv, making us a race of moles living in dark, dank rooms illuminated only by a dim tv set."

Would Contact Publishers

Rhoden said he is instructing all theatre managers of the National circuit to visit newspaper publishers and editors and acquaint them with this trend so detrimental to both newspapers and theatres.

In a recent compilation of statistics, covering representative newspapers on the national scene, the radio-tv percentage of publicity over advertising was 183.1 per cent; the same percentage for motion pictures was 50.0 per cent.

Grosses Rising

(Continued from page 1)

pushed the July business period ahead of last year.

The John Huston production of "Moby Dick," currently in its third week at the Criterion Theatre here, racked up a high of \$55,000 during the second week of its run there. It is also doing holdout business at the Sutton here. Third week business may be equal to that of the second week.

Warner Brothers reports additionally that "Moby Dick" in its engagements in other first run cities is equally strong.

Columbia's musical drama, "The Eddy Duchin Story," now in its sixth week at Radio City Music Hall, is still doing excellent business at the Broadway showcase. According to an official of the house, business this week has been "very big."

'King and I' Still Strong

The CinemaScope 55 production of "The King and I," in its third week at the Roxy Theatre here, is still maintaining the excellent business pace set during its opening week when house records were shattered.

Other Broadway theatres, such as the Paramount with "Santiago," the Capitol with "Trapeze," the Astor with "The Proud and the Profane," the Victoria, with "Foreign Intrigue," all report that business yesterday and earlier this week has been improved.

Circuits in the metropolitan New York and Eastern coast area reported that business is their houses is "good," or ahead of 1955.

Exhibitors Answer

(Continued from page 1)

that "we must get every possible favorable break to do it."

Even if the bill should clear both House and Senate, however, the industry would then face the formidable task of trying to persuade the Treasury Department not to recommend a Presidential veto. The Department has strongly opposed the measure on the ground it would lose the government \$70,000,000 a year of excise revenue.

The bill, approved by the House Ways and Means Committee early this week and cleared for House action by the House Rules Committee yesterday, would increase the Federal admissions tax exemption from 50 cents to \$1.

House Speaker Sam Rayburn (D., Tex.) said today the bill would definitely be brought up soon for House vote—probably early next week, but just possibly sooner.

House approval is considered certain, once the bill comes up for a vote. The question would then be whether there is still time to get Senate action on the measure.

If Congress quits without completing action on the bill, the measure would have to start all over in the House Ways and Means Committee early next year.

Mayer Leaves Hospital

HOLLYWOOD, July 19.—Louis B. Mayer, chairman of the board of Cinerama Productions, Inc., has returned to his home from Good Samaritan Hospital following treatment for pneumonia.

... of Drive-ins

Violence at Windsor, Ont.

Six persons, including a 13-year old girl, were injured, several cars damaged and two men lodged in jail as a result of an effort by pickets to stop the entrance of autos to the Windsor Drive-in Theatre, Windsor, Ont. The five-month-old dispute arose following the refusal of John Dydzak, theatre operator, to meet the demands of Local 580, Projectionists Union. The girl was injured when a picket thrust a sign through the window of the car in which she was riding with her father.

Skouras Unit Opens July 25

Skouras Theatres' new 303 Drive-in Theatre, located on the former site of Camp Shanks, near West Nyack, N. Y. will open on Wednesday. Equipped to show all the wide screen media, the operation also includes the latest in playground and refreshment facilities.

Detroit Theatre Operating

The Walake Drive-in Theatre, new est Wisper & Wetsman venture in the Detroit area, is now in operation. Located at Walled Lake, it has been done in modern Californian style and accommodates 800 cars.

'Buck Night' for L. & G.

Lockwood & Gordon's East Hartford (Conn.) Family Drive-In is the initial outdoor theatre in Connecticut to adopt a "Buck Night" policy on a full-time basis. The plan, admitting a car for \$1 regardless of number of occupants, has been functioning on an occasional basis only at many Connecticut drive-in theatres.

Clown Makes Appearance

Lockwood & Gordon's Danbury (Conn.) Drive-In had a two-evening personal appearance of Heinzi, the clown, in the children's playground with gifts distributed to youngsters from 7 P. M. to performance time.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
TYRONE POWER • KIM NOVAK
in
"THE EDDY DUCHIN STORY"
in CinemaScope and Color
A Columbia Picture
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building; Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllwood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urban Farley, Advertising Representative, Telephone FIancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leister Square, W.C. 2; Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign; single copies, 10¢.

PEOPLE

Ron Leonard, assistant director of advertising-publicity for Odeon Theatres (Canada) Ltd., has been named director of the department, effective Aug. 27. He will replace James Hardin, who has resigned.

Nate Oberman, for 30 years booker at the M-G-M exchange in Boston, and for the past 15 years head booker, has resigned to make his home in the Los Angeles area, near his married daughter and married son. He has no other business affiliation in mind at this time.

Zygmunt Rossiliano, formerly at Lew's Palace, Hartford, Conn., is now on the staff of Loew's 175th St. Theatre, New York.

Phil Cowan, of the Columbia Broadcasting System television department, has been named manager of press relations. He was at one time trade news editor of Eagle Lion Films and handled special events for CBS radio.

George Roscoe has resigned as sales manager in Atlanta for Columbia Pictures.

Ed Thorne, former president of United Theatres Owners of Oklahoma, has resigned his field staff post with Sadlinger & Co. of Ridley Park, Pa., to become manager of the Oklahoma City Variety Club.

to Hear Arguments in Bus Stop' Suit Tues.

Arguments in the suit brought by William Inge, author of "Bus Stop," and the W-S Bus Stop Corp. seeking to restrain 20th Century-Fox from releasing the film version of the play before Dec. 1, will be heard in U.S. District Court here Tuesday. Judge Richard H. Levett will preside over the hearing. In the complaint, Inge contends that under the contract between his firm and Fox the latter does not have the right to release the film version of "Bus Stop" before Dec. 1. Fox, meanwhile, has put the picture on its August release schedule.

ord to Direct Lemmon, Cagney in 'Last Hurrah'

A January, 1957, production date has been set by John Ford who will direct James Cagney and Jack Lemmon in starring roles of "The Last Hurrah," a picturization of the best-selling novel by Edwin O'Connor. To be released by Columbia, the film will have the same group—Ford, Cagney, Lemmon and screenplay writer Frank Nugent, which teamed together last year for "Mr. Roberts."

AB-PT Profit

(Continued from page 1)

properties and sites. Thus, consolidated half-year earnings were \$5,109,000, or \$1.19 a common share, as against \$3,438,000, or 79 cents a share, for the same period of 1955.

Goldenson pointed out that the ABC Broadcasting Division continued to improve. The theatre business paralleled general conditions in the motion picture industry with profits lower in the second quarter. Third quarter improvement was expected with the availability of a number of good quality pictures.

In line with the company program of building the most effective operating position by retaining theatres with good earning capabilities and disposing of less economic theatre properties, Goldenson said that 22 theatres were sold or otherwise disposed of in the first six months.

Reporting on the company's electronics interests, Goldenson said that Technical Operations, Inc., in which the company has a stock interest, recently signed a research contract with the Atomic Energy Commission in connection with reactor safety program.

'Producer' Credit Set For Films of Republic

HOLLYWOOD, July 19.—Herbert J. Yates, president of Republic Pictures today reversed the screen credit policy which frequently has been cited by contract producers as their reason for preferring to work for other studios, where it is custom to give a producer full screen credit. Heretofore producers working at Republic have been limited to "associate producer" credit.

Today Screen Producers Guild president Samuel G. Engel and Yates jointly announced that full "producer" credit will be given, in line with all other major studios' policy.

Desilu Closes with NTA For Series Production

A \$1,250,000 deal calling for the filming of 39 shows of "The Sheriff of Cochise" for tv presentation has been finalized between National Television Associates and Desi Arnaz, representing Desilu Productions. The series, created and produced by Morton Briskin and starring John Bromfield, is said to be the first high budget show expressly for tv syndication.

Quimby Hospitalized

HOLLYWOOD, July 19. — Fred C. Quimby, head of M-G-M short subject production, who entered St. Vincent's Hospital here last week on his return from a Hawaii vacation, is resting satisfactorily after major surgery performed today by Dr. Francis E. Brown.

Dr. Brown told MOTION PICTURE DAILY that Quimby "came through beautifully" and said the operation was for "nothing he should not recover from completely."

Ad-Publicity Committee In Tribute to Blumenstock

The advertising-publicity directors committee of the Motion Picture Association of America yesterday paid tribute to the memory of Mort Blumenstock, former advertising-publicity head of Warner Bros., who died Wednesday in Beverly Hills, Calif.

Their statements said, in part: "Mort Blumenstock was one of the truly great merchandising talents of our industry and a person of very high integrity. He brought great distinction to his chosen field and made many outstanding contributions to its development through the years."

Omaha 1st-Run to Try 10-Day, 2-Week Limits

OMAHA, July 19.—Due to a backlog of new product, Ralph Goldberg will experiment with 10-day and two week runs for films at his downtown first-run house, the State Theatre.

The experiment, now in effect, finds "Alexander the Great" shifting from the State to Goldberg's major neighborhood theatre, the Dundee. He said if the move proves successful, he will do the same to "The Great Locomotive Chase."

Goldberg added that "Alexander the Great" produced good business the first week but it slumped the second week. "Catered Affair" suffered the same fate, he said, while in contrast "Trapeze" has held up well at the Omaha Theatre. "The King and I" opened impressively at the Orpheum last weekend, Goldberg said, and will run for a second week at the Tri-states Theatre.

'Away All Boats' Opens At 'Hell' Gross Level

U-I's "Away All Boats," which opened in 27 situations from Coast-to-Coast on Wednesday, drew the biggest grosses of any U-I release since the record-breaking "To Hell and Back," which opened late last August and became one of the company's best grossing pictures.

Early reports, but with full receipts not yet compiled, were received by the U-I home office on the first "Boats" engagements in such situations as Keith's Memorial, Boston; Joy Theatre, New Orleans; the Golden Gate, San Francisco, and more than 20 regular and drive-in theatres in the Los Angeles territory.

'Long Live King' to RKO

Daniel T. O'Shea, president of RKO Radio Pictures, announced yesterday the signing of a contract with Royal Crest Prod. for the release of "Long Live the King," which will begin shooting in Sweden on Sept. 1 with Michael Wilding in the lead. RKO's distribution rights are worldwide with the exception of Sweden, Norway and Denmark. Preston Sturges will direct.

NEWS ROUNDUP

'G. & D.' in Brussels Today

Samuel Goldwyn's "Guys and Dolls" will have its European premiere today at the Eldorado Theatre in Brussels. The producer and Mrs. Goldwyn will attend the event.

'Mistress for Murder' to UA

United Artists will release "Mistress for Murder," to be produced in England by Burt Balaban. Dennis O'Keefe will be starred.

U-I Winners to Celebrate

The Cleveland Universal-International exchange, winner in the national Charles Feldman sales drive, has invited the exhibitors of the territory to a celebration luncheon at the branch office on Monday.

Russell-Waterfield Tour Set

Jane Russell and her husband, Robert Waterfield, will make their first motion picture promotional tour together in behalf of their Russ-Field production of "Run for the Sun." They will leave here by plane for Hollywood on Monday, following which they will make appearances in Houston, Dallas and Fort Worth.

Two N. Y. Premieres

Columbia has announced two premieres in New York on Aug. 1: "Autumn Leaves," starring Joan Crawford, will open at the Astor Theatre and "Earth vs. the Flying Saucers," starring Hugh Marlowe and Joan Taylor, at the Paramount.

Film Air-Shipment Heavy

Motion picture and television film ranked tenth in tonnage among all types of air freight flown by United Air Lines in the first half of 1956, according to R. L. Wangold, manager of cargo sales.

Sen. OK's Customs Bill

WASHINGTON, July 19. — The Senate has passed an Administration-backed bill to simplify U. S. customs procedures. The House has already passed the measure but a House-Senate conference will be necessary to straighten out differences between the two versions of the bill.

Stanley Warner Dividend

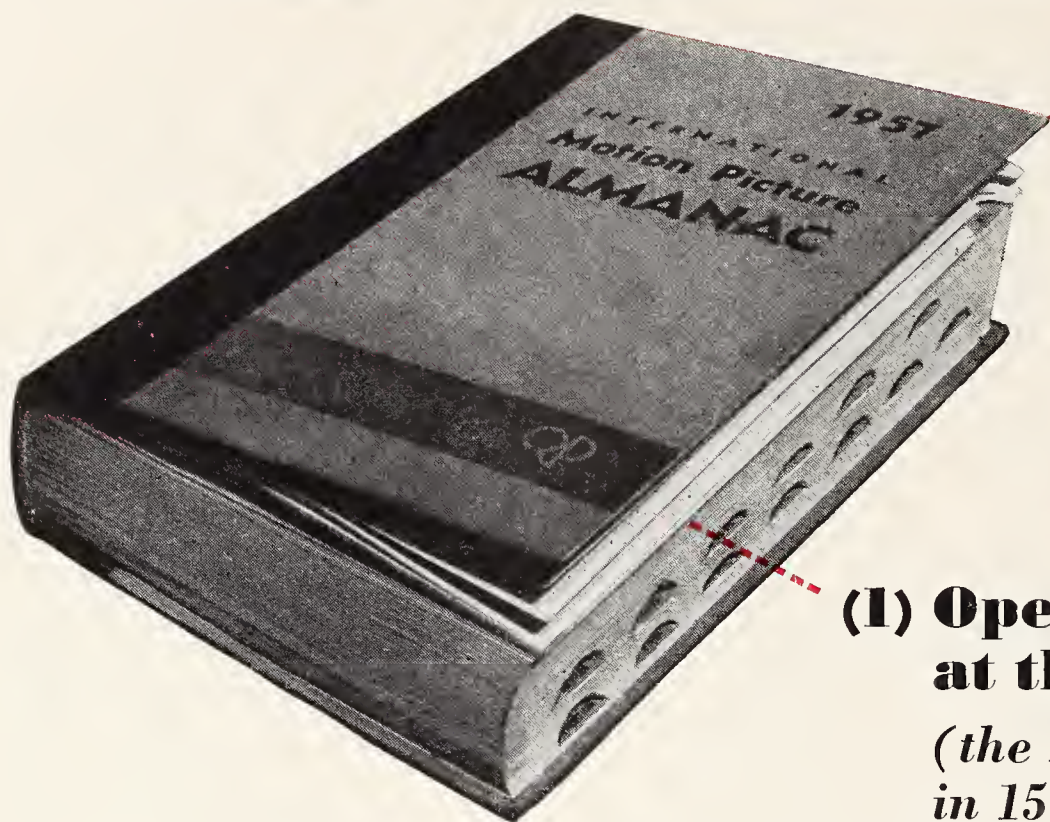
The board of directors of Stanley Warner Corp. has declared a dividend of 25 cents per share on the common stock, payable Aug. 24 to stockholders of record Aug. 6.

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Preminger

(Continued from page 1)

world-wide search for a new young actress to portray Joan of Arc in his forthcoming United Artists film version of Bernard Shaw's "Saint Joan."

Speaking informally at a press conference in New York on the eve of his departure for London, Preminger specified that the girl must be in the 16-to-22 age bracket and should be English-speaking. He added that he had definitely committed himself to casting an unknown in the title role. Motion picture theatres, he said, would be given an opportunity to participate in this joint producer-exhibitor effort to satisfy the repeated demand for new stars, and he emphasized his confidence that this method would uncover a young actress with the necessary qualities to portray Shaw's "Saint Joan," by general agreement one of the greatest woman's parts in the theatre.

Will Start Immediately

The search, Preminger said, would begin immediately as a world-wide contest. United Artists plans to enlist the aid of film theatres here and abroad to designate a "Saint Joan" week during August. During this period the search will be advertised on screens and in lobbies, and over one million entry blanks will be printed. Candidates, according to the plan, will forward questionnaires with photographs to Preminger's Hollywood office. In September the producer-director plans to travel to a dozen cities in the United States and three in Canada, to hold auditions. The search in Europe will follow a corresponding pattern, with headquarters set up in London, he said.

Test in Hollywood or N. Y.

The 50 most promising candidates emerging from the search will be brought to Hollywood or New York for screen tests to be directed by himself, Preminger added. Tests of some five finalists will be shown on a national tv program, to allow for the widest possible participation by the public. The test of the winner, the final choice for "Saint Joan," will be shown throughout the world on the screens of all participating theatres.

Preminger added, "It is my hope that all five finalists will have an opportunity to figure as important film personalities in the future, as I expect to encounter more than one promising personality during the course of my search, and all can be utilized."

O'Donnell Reports

(Continued from page 1)

alone during the previous two months, May and June.

He said that the "big business" can be attributed to quality product such as "Moby Dick," "Trapeze," "That Certain Feeling" and "The King and I." O'Donnell said that the month of August is certain to be another "big

REVIEW:

The Naked Hills

U-1

HOLLYWOOD, JULY 19

JOSEPH SHAFTEL, who produced, wrote and directed this screenplay from a story by Helen S. Bilkie, has delivered an excellent character drama of the early gold rush days in California in 1849. The story, built on one man's determination to strike it rich, at the risk of losing the love of his family and friends, develops a realistic view of the wastefulness of time some undergo in trying to reach that pot of gold at the end of the rainbow. Audiences will find absorbing portrayals in highly individual performances by David Wayne, James Barton, Keenan Wynn, Marcia Henderson and Jim Backus.

Filmed in Pathecolor, the well-paced story sustains interest throughout as it establishes David Wayne's madness for gold. He is willing to part company with Denver Pyle, his boyhood friend, who made the trip west with him, in exchange for a quick route to success with Keenan Wynn. This success backfires when he learns that Wynn is a claim jumper in the employ of Jim Backus.

Still determined, he decides to try his luck with Jim Barton, an inveterate prospector, despite the pleas of Marcia Henderson, his pregnant wife, to stay and make a success of farming. Barton is killed in a mine cave-in just as Wayne discovers a rich gold vein. When Wayne returns to his wife who still loves him, despite his years away in the hills, he is again frustrated in his hope for success, as he finds Jim Backus has outsmarted him in laying claim to the rich portion of the gold strike.

Wayne's determination again drives him into the hills. This time he doesn't return until he's a beaten, broken old man; but his wife and grown son still carry a strong feeling for him and take him back.

Herschel Burke Gilbert has written an imposing musical score for the background.

Running time, 73 minutes. General classification. Release, in July.

SAMUEL D. BERNIS

TOA Forum

(Continued from page 1)

section of creative thinking for the development of new and original perceptions, the theatremen attending the meeting will thoroughly discuss current proven activities which might have been successfully in use in one locale and completely unknown in another.

The TOA official, stating that the reception to this forum has been most enthusiastic, said that the meeting, which will be attended by between 40 to 50 exhibitors, will delve into new product presentations, new challenges, new sales methods in concessions, and new approaches to ticket selling.

Prominent Executives to Attend

Among the theatremen attending the showmanship meeting will be: Douglas Amos, Myron N. Blank, Joseph Emma, Edward Fabian, Harry Goldberg, Marvin Goldman, Alex Halperin, Philip F. Harling, Herman Hunt, Tom Jones, Dave Jones, George Kerasotes, Nathan Lapkin, Walter Morris, Robert Moscow, Carl L. Patrick, Albert Pickus, Abe J. Platt, Henry Plitt, Walter Reade, Jr., Samuel Rosen, Joseph Rosenfield, Ed Ruben, Thornton Sargent, Edwin Silverman, Philip Smith, Jr., Stellings, Dave Wallerstein, Dan Wilkinson, and Claude Mundo and Joseph Alterman of TOA's New York office.

Boston Permit

(Continued from page 1)

oil a license fee of \$300 annually for Sunday licenses. The present rate for theatres is \$10 weekly or \$520 a year.

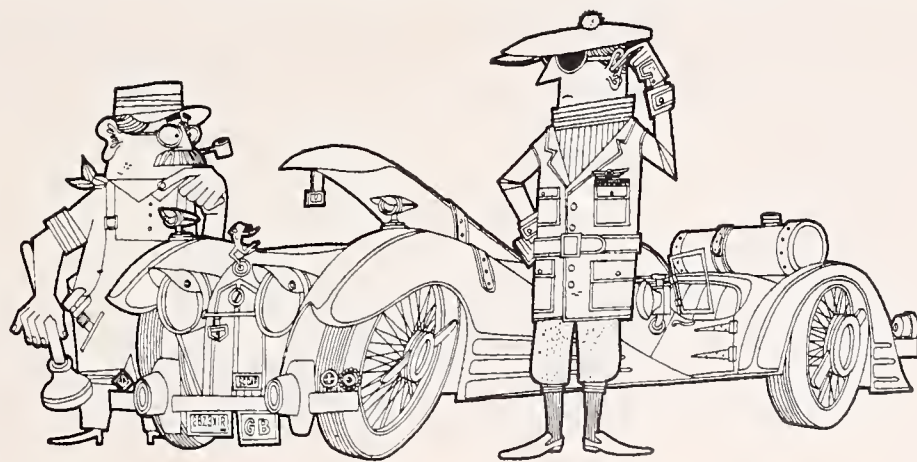
Although this represents a reduction of \$220, Frank Lydon, executive secretary of Allied Theatres of New England, vigorously opposed it on the grounds that it is still excessive and contrary to a previous supreme court decision. Lydon submitted a substitute ordinance for the consideration of the Council in the amount of \$50 per year for Sunday license.

One of 319 Suggestions

The mayor's Sunday theatre license fee is one of 319 proposals in his effort to net \$300,000 additional revenue for the city. Lydon appealed to the Council to make his substitute ordinance a separate one to be made effective as soon as practical. The committee on ordinances now has the matter under consideration but it is too early to predict the outcome. No changes were proposed in Mayor Hynes's program for weekday license fees for theatres which remains at \$100 per year.

business" month for Texas Interstate Theatres due to the product which will be available then.

O'Donnell said that he will leave New York over the weekend for Washington to help further the tax campaign.



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DL. 80, NO. 15

NEW YORK, U. S. A., MONDAY, JULY 23, 1956

TEN CENTS

U. S.

Loew's Plans Entry into 16mm Market

Deals with TV Stations
Also Now in Progress

Loew's, Inc. is now negotiating with television stations and networks for the right to televise its backlog of films to be made available to that market, and the company will shortly inaugurate distribution throughout the U. S. of 16mm prints of its films to the non-theatrical mar-

that M-G-M was planning to enter the 16mm field domestically was reported in MOTION PICTURE DAILY of July 16, 1956. It was said then that the company would commence in the summer of 1957.

Arthur M. Loew, Loew's president, made the announcements concerning (Continued on page 5)

Philadelphia Meet Set For Fox 'World Drive'

Special to THE DAILY

PHILADELPHIA, July 22. — A two-day meeting of 20th Century-Fox's Eastern sales division will be convened here Wednesday to initiate regional plans for the "World Showmanship Drive," set by the company during the third and fourth quarters of this year. Chairmen of the meeting will be Alex Harrison, general sales manager, and Martin Moskowitz, Eastern division manager. The Eastern division, subdivided into two districts—Atlantic and North-East—includes the New York, Philadelphia, (Continued on page 4)

Legion of Decency View 'Storm' Hit by MPIC

From THE DAILY Bureau

HOLLYWOOD, July 22.—The Motion Picture Industry Council on Friday charged the Legion of Decency with undertaking "censorship with the purpose of dictating and controlling the content of motion pictures." The charge was voiced in a for- (Continued on page 5)

Preminger's Star Search Based on Levy's Plan

The plan for enlisting theatre audiences worldwide in a search for a new star to portray Joan of Arc in a film version of George Bernard Shaw's "St. Joan," announced by Otto Preminger last week, is a partial adaptation of the idea outlined in MOTION PICTURE HERALD of June 16 by Raymond Levy, executive publisher of Quigley Publications.

Levy's idea commanded widespread industry attention. Reactions pro and con were numerous and are still being received. Preminger's application of the idea, however, is the first for making practical use of it. Levy's plan was conceived as a contribution to the revitalization of the business.

MPAA Allots \$25,000 for Credit Survey

By LESTER DINOFF

The motion picture distribution companies have "allocated up to \$25,000" to retain a research organization to conduct a survey in the Indianapolis-Marion County territory of the public's reaction to a theatre credit card plan, according to an industry spokesman.

The industry representative, admitting that the Motion Picture Association of America sub-committee (Continued on page 5)

Senate Quitting This Week

Film Leaders Pushing For Tax Repeal Vote

Federal Admissions Tax Reductions Bill Now Racing Against Time in Congress

By J. A. OTTEN

WASHINGTON, July 22.—A bill to double the present Federal admissions tax exemption, increasing it from 50 cents to \$1, was racing against the clock today.

Selznick to Make 3 for Release by 20th-Fox

Twentieth Century-Fox will finance and distribute three pictures to be made by the Selznick Co. in 1957 under two separate independent production agreements, David O. Selznick, said here on his return from a four-month stay in Europe.

Selznick said that the first film which he will produce for 20th - Fox is Ernest Hemingway's "Farewell to Arms," which will go before the CinemaScope and color cameras in (Continued on page 4)



David O. Selznick

With Congress set to quit for the year late this week, industry leaders were making desperate efforts to get the bill through the Senate in short order. But even the bill's best friends were admitting that the odds were long against them.

Senate Finance Committee chairman Byrd (D., Va.) said the committee had no further meetings scheduled this session, but admitted that one could always be scheduled if committee members wanted it.

Cites Humphrey Objection

One committee member, friendly to the bill, said he couldn't see much point in meeting on it in view of Treasury threats to veto it. He revealed that in a secret committee session earlier this year, Treasury Secretary Humphrey had singled out admissions tax relief as one the treasury would especially object to.

Humphrey told the committee, this Senator said, that the motion picture industry had a very effective lobbying organization, and probably had a good (Continued on page 2)

Television Today

IN THIS ISSUE

PAGE 7

► Jess Oppenheimer, head of his own Burlingame Productions, discusses the advantages he will obtain through the use of video tape on his coming "Company of Players" for NBC-TV.

► Spotighting the News—What's current and important in Television Today.

► Passing in Review—The week's highlights in shows.

Study Lottery Laws for Contest to Boost B.O.

The lottery laws of the various states and cities throughout the country are being studied by distribution company attorneys to determine the feasibility of conducting audience participation contests as a means of bolstering the box office, according to a representative of the Motion Picture Association of America.

The association official said that one of the proposals presented by the MPAA's advertising and publicity committee, which is working on various ideas to revitalize business, is a (Continued on page 4)

PERSONAL MENTION

LEONARD H. GOLDENSON, president of American Broadcasting-Paramount Theatres, and SIDNEY M. MARKLEY, vice-president, will return to New York today from Hollywood.

LACY W. KASTNER, president of Columbia International, returned to New York over the weekend from Europe.

WILLIAM DOZIER, RKO Radio vice-president in charge of production, returned to the Coast from New York over the weekend.

BERT ENNIS, director of publicity for the Altee Companies, Inc., and MRS. ENNIS will leave New York today for Louisiana and Florida.

JACK CHIERTOK, producer, left here on Saturday for London via B.O.A.C.

RAYMOND A. KLUNE, RKO Radio executive manager of studio operations, has returned to Hollywood from New York.

WILLIAM BLOWITZ, of Blowitz-Maskell, publicists, returned to New York yesterday from Florida.

NICHOLAS JOHN MATSOUKAS, Magna Theatre Corp. national director of advertising-publicity, will arrive in Oklahoma City today from Louisville.

ROSALYN PAPELL, a secretary at here Saturday for London via B.O.A.C.

JOHN RECHER, publicity director for the Mayfair and Hicks-Baker Theatres, Baltimore, is the father of a son born there to MRS. RECHER at the Hospital for the Women of Maryland.

ROSALYN PAPELL, a secretary at American Broadcasting-Paramount Theatres, has returned to New York from Los Angeles and Las Vegas.

Shelton on USIS Tour

WASHINGTON, July 22—Turner Shelton, head of the International Motion Picture Division of the United States Information Service, is now on a five-week tour of USIS centers overseas. His plans include trips to Europe, Africa, the Near East and the Far East, for setting up the IMPD program for the next twelve months.

Census Report On Milwaukee

From THE DAILY Bureau

WASHINGTON, July 22 — Downtown theatres in Milwaukee suffered a sharp drop in receipts between 1948 and 1954, while theatres in the rest of the city and metropolitan area suffered only a slight drop or actually improved business, the Census Bureau reported.

The Bureau, in another report on business trends in major metropolitan areas, said that in 1954, there were eight theatres in the central business district, with \$2,867,000 of receipts, a 28.4% drop from the \$3,895,000 reported by the nine theatres in the area in 1948.

61 Houses in 1954

In 1954, there were 61 theatres in the city as a whole, including the downtown theatres, and they had receipts of \$7,400,000. This was a drop of 12.9% from the \$8,396,000 reported by the 67 theatres operating in 1948. Leaving out of account the downtown theatres, however, the other theatres in the city had only a 1.4% drop in business, the Bureau said.

For the entire metropolitan area, including suburbs, there were 72 theatres with \$8,198,000 of receipts in 1954, 9.9% below the \$9,095,000 of receipts reported by the 78 theatres operating in 1948. Again excluding the downtown theatres, however, the other theatres in the metropolitan area actually had a 2.5% increase in receipts during the period, according to the Census report.

UA Announces Three For Release in August

Five films headed by Russ-Field's "Run for the Sun" will be released in August by United Artists. Others slated for the month include "The Beast of Hollow Mountain," "Huk," "Hot Cars" and "Emergency Hospital."

'UFO' Setting Marks

The Clarence Grenc-Russell Rouse production of "UFO," which United Artists is distributing, has rolled up grosses "matching the biggest documentary film money-makers of recent years," in its first 136 key dates in the U. S. and Canada, according to a report by UA.

House Record for '1984'

Columbia's "1984," now in its first engagement in the U. S. at the Trans-Lux Plaza Theatre, Washington, D. C., did the biggest opening-day business in the history of the house, according to a report by the company.

Report SSBC Will Urge End of Admissions Tax

From THE DAILY Bureau

WASHINGTON, July 22—The Senate Small Business Committee is said to be renewing its previous recommendation that the film industry be freed of the admissions tax. A draft of the report of the subcommittee that studied the industry's trade practices is now being circulated among committee members for final approval. According to one member, the report notes that the industry still is under the burden of a Federal admissions tax and recommends its removal.

The committee hopes to have its report approved and made public late this week.

Senate Vote

(Continued from page 1)

ease for tax relief, too. But, Humphrey told the committee according to this Senator, "If you look into the situation, you find dozens of other industries with an equally good ease, and how do you decide which is most entitled to relief?" Humphrey reportedly told the committee that the Treasury would recommend a veto of any admissions tax cut this year.

Columbia Signs Multiple Contract with Preminger

Columbia Pictures announced yesterday the signing of a non-exclusive multiple picture contract with Otto Preminger, under which the first production will be the film version of Francoise Sagan's French novel "Bonjour Tristesse." Preminger had a prior arrangement with MGM to handle this release but since he and the company were unable to agree on a mutually satisfactory production date the deal was amicably dissolved, it was stated.

Preminger has an existing agreement with Columbia to make "The Wheel," a story of India told against the life of Mahatma Gandhi. He will include that picture as part of his new arrangement with Columbia.

Seeks to Bar 'Bus Stop'

CHICAGO, July 22.—Jules Pfeiffer, who has booked the stage play "Bus Stop" into the Harris Theatre here from Aug. 13 to Sept. 8, has asked for a court order blocking any showing of the 20th Century-Fox film version "Bus Stop" in Chicago until Dec. 1. The film is scheduled to open at the Oriental Theatre here Aug. 1. Pfeiffer, in his federal court suit, said the movie would "destroy the market" for the play.

... NEWS ROUNDUP

Honduras Tax Treaty

The U. S. Senate has ratified a tax treaty with Honduras—the first such treaty with any American republic. The treaty includes a provision exempting from Honduras taxes film rentals earned there by U. S. companies. Both the government and the Motion Picture Association hope that other Central and South American countries will follow suit.

'Thrillarama' Bow Set

The world premiere of "Thrillarama," the new wide-screen process, will definitely take place at the Metropolitan Theatre, Houston, Tex., on Aug. 1, rather than the tentatively set date of July 25, according to Art Katzen, public relations director of Interstate Theatres, Inc.

Two 'Ambassador' Dates

The Eastern and West Coast premieres of United Artists' "The Ambassador's Daughter" have been set—the former at the Randolph Theatre in Philadelphia, Aug. 1; the latter at the Fox Wilshire in Los Angeles, Aug. 8.

'Marshall' Satire Acquired

American rights to the Spanish-made satire, "Welcome, Mr. Marshall" have been acquired by Nathan C. Braustein of Screen Art. The picture is in two versions, one of which is dubbed into English.

Fox Film Package Sold In 15 More Markets

The 20th Century-Fox package of 52 films has been sold in 15 additional markets, it was reported by National Telefilm Associates here on the weekend. The NTA group is being marketed in 36 areas in the U. S., it was stated. Fifteen tv stations contracted for the Fox films while four others have purchased a package deal from NTA that includes 10 of David Selznick's films.

Purchasers of the package were tv outlets in Cadillac, Mich.; Odessa, Tex.; Sacramento, Calif.; Cedar Rapids, Ia.; Nashville, Tenn.; San Diego; Petersburg, Va.; Omaha; Kansas City; Mobile; Topeka; Redding, Calif.; Syracuse, and Fairbanks and Anchorage, Alaska.

Purchasers of the NTA package including the Selznick films were tv stations in Cadillac, Detroit, Mobile and Topeka, Kan.

Away All Boats!

away to **HELL AND BACK**

OPENING DAY BUSINESS

Everywhere!

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JOY, New Orleans; OAKS, Berkeley; UNITED ARTISTS, San Jose;

PARAMOUNT, Baton Rouge; T & D, Oakland.

Away to bigger grosses . . . Book it now!



PEOPLE

Van A. Nomikos, president of Nomikos Theatres, Chicago, and vice-president of Allied Theatres of Illinois, will be honored for his philanthropic activities by the Order of Ahepa. A testimonial dinner in the Hotel Sherman will be given him on Saturday. The affair will be highlighted by the presence of Metropolitan Photios, acting governor of Cyprus. Nomikos, former head of the national Order of Ahepa, is president of St. Constantine Greek Orthodox Church Community.

Joshua Logan, director, and William Goetz, producer, in Japan for advance preparations for Goetz' production of the James Michener novel, "Sayonara," for Warner Brothers, are covering the famous Gion Festival with cameras, obtaining color footage. The festival is held in Kyoto.

James D. Kingery has been named assistant to the executive vice-president of Bell & Howell in Chicago. He will be responsible for the company's governmental business. At the same time, the B. & H. appointed Stuart C. Plettner manager of the government's products section.

Walter Bien has been signed as executive in charge of Warner Brothers filmed tv commercials department, which will operate at Burbank within the WB tv division. Bien comes to WB from Universal-International.

Philadelphia Meet

(Continued from page 1)

Pittsburgh, Washington, Albany, Boston, Buffalo and New Haven exchanges.

At the meeting, to take place at the Warwick Hotel, Harrison and Moskowitz will discuss objectives of the campaign and the line-up of attractions the distribution organization will be handling through the balance of the year.

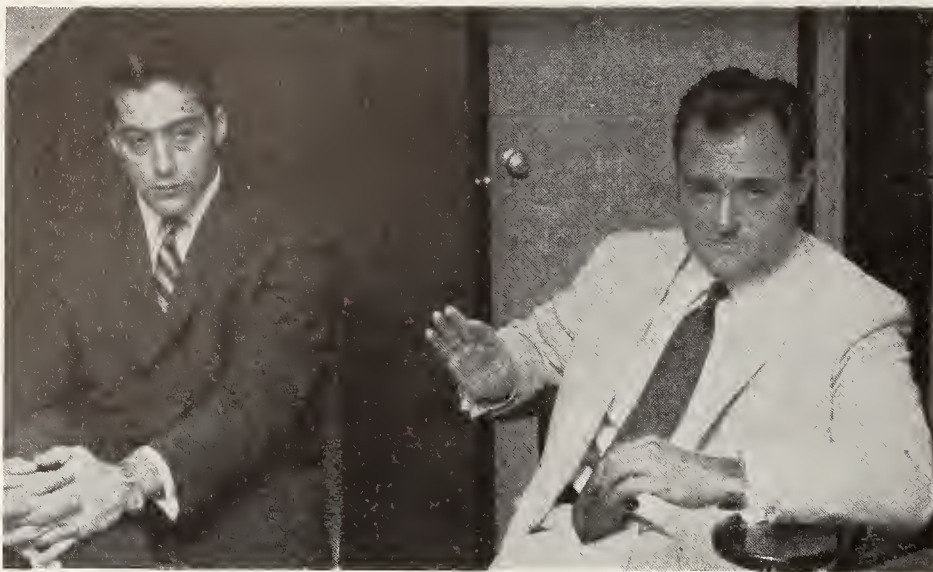
District managers to attend are Abe Dickstein, Atlantic, and Al Levy, North-East. Branch managers to attend are Alex Arnsvalder, New York; Sam E. Diamond, Philadelphia; Nat Rosen, Pittsburgh; Ira Sichelman, Washington; Clayton G. Pantages, Albany; Weldon Water, Boston; Charles B. Kosco, Buffalo; and Shepard Bloom, New Haven.

Jack Bloom, national circuits contact, will go from the home office to Philadelphia for the parley as will salesmen and other personnel of the above eight offices.

Loan to Cartoon Firm

WASHINGTON, July 22 — The Small Business Administration has announced a loan of \$20,000 to Sketchbook Film Productions of Hollywood for the construction of a studio in which the company will produce animated films.

Mike Todd to Set Broadway Theatre For 'Around World' Bow This Week



THE TODDS TELL. The subject is "80 Days . . ." and Michael Todd's assistant, left, is Michael, Jr., vice-president of the producing company.

M. P. DAILY PHOTO

By JACK EDEN

A CONTRACT will be signed with a Broadway theatre this week for the premiere showing of "Around the World in Eighty Days," Mike Todd, producer of the Todd-AO film disclosed here at the weekend.

Preparatory to returning to the Coast, Todd said the deal would be finalized by his son, Mike Todd, Jr., with the theatre for an October date either today or tomorrow. Negotiations have been in progress for some time between Broadway houses and his production firm, he reported.

United Artists has distribution rights to the Todd film, which will be shown on a road-show basis throughout the nation. After premieres in London, Mexico City, Paris, Berlin and Tokyo, immediately following the New York opening, the road-show policy will go into effect in the U. S., probably about Jan. 1 of next year, Todd said.

Will Stress Showmanship

In regard to the road-show policy, Todd pointed out that "my concept of showmanship is that it doesn't end when the film is shown to the public for the first time. After the first premiere, my job is only beginning." He said he would continue the "showmanship policy" through all the road-show engagements, insuring maximum

participation by his firm in all bookings.

The production executive said the film runs 2 hours and some 49 minutes, including a prologue and epilogue which will eliminate the traditional showing of credits. Production of the picture started last August and some sequences are still in process of being re-filmed. Composer-orchestra leader Victor Young is responsible for the scoring and music.

Todd, who disclosed he will start production on another "spectacle" later this summer for release in 1957, said he plans a general expansion of production.

Todd opined that a flexible production program is his ultimate objective and said "we will continue our distribution with United Artists because of their ability to adapt their plans with our schedules." He directed much criticism to producers whose only aim is a multi-million-dollar budget, claiming that "in many cases the films are hurt by money."

Study Lottery Laws

(Continued from page 1)

motion picture "giveaway" contest which would be conducted on local, state, regional and national levels.

MOTION PICTURE DAILY, reported on May 29 that a nationwide "giveaway" project had been designed to rekindle public interest in motion pictures. It was said then that this proposal had been presented to every major company and to the Hollywood guilds for study.

The merchandising sub-committee of the MPAA advertising-publicity directors committee, the sole group which has not submitted a final report on its proposals, has requested a legal study of such a contest. This study is expected to be completed "sometime this week," according to the MPAA spokesman.

Selznick to Make

(Continued from page 1)

February. The independent producer, who left here over the weekend for Hollywood, will commence casting and script writing this week.

Selznick said that he is winding up negotiations with 20th-Fox on his second production agreement, under which two additional films will be produced by him for the company. The producer said that one of the pictures under the agreement is "Tender Is the Night."

In reply to a question concerning the sale of some of his old films to television, Selznick said he "is happy over the arrangement." However, he said that his company, which has offices here and in London, will not sell any more of its backlog to television interests.

REVIEWS:

I've Lived Before

Universal-International

Recent publicity for the ancient cult of reincarnation, the theme of the Universal-International film, may provide the jolt some exhibitors want to stir up weekday box-office business. The story has interest, imagination and the possibilities of a good exploitation campaign.

Leigh Snowden, a product of the U-I talent school, shares top honors in this thriller with Jock Mahoney cast as captain John Bolan, an airline pilot, who theorizes that he has been reincarnated (like Bridey Murphy) and sets out to prove it. The fact that he as a boy of 12, was able to jump in an antique Spad plane and pilot through the skies spurs his investigation. His wife, Miss Snowden, bears with him through the ordeals and the finale sees Mahoney convincing his wife and doctor, John McIntyre, that his theory is correct. Ann Harding, cast as the elderly woman who provides testimony for his argument.

Directed by Richard Bartlett and produced by Howard Christie, "I've Lived Before" is one of the first films to exploit the reincarnation theory exemplified by the now exploded Bridey Murphy myth.

Running time, 82 minutes. General classification. For September release. JACK EDEN

Edge of Hell

Hugo Haas Prod.—U-I

HOLLYWOOD, JULY 22 — Versatile, gifted Hugo Haas, whose production career has attracted wide and varied but never uninterested attention in professional circles, an outside, too, is producer, director, writer and star of this character-study filmed by him independently, under the title of "Tender Heart," and acquired for distribution by U-I. The character-study is of a man, played by Haas, and very well indeed, and his principal co-player is a dog named Flip. The other characters, played by Francesca de Scaffa, June Hammerstein and others, are stereotypes.

The character conceived and portrayed by Haas is an aged and vagabondish former actor who lives by street-corner exhibitions of his dog's skill at tricks, and whose fortune comes at last to such low ebb that he is forced to sell the dog to a rich man in whose home it dies, of missing its master, at the same moment when its master is dying elsewhere of malnutrition and a beating but, primarily of missing the dog. In the course of working out this small sequence of events illuminating the character of the man, the Haas script traces the man's acting career, its inspiration and its termination.

Within its dimensions—strictly those of a one-man show—the picture has unique merit. Its box office potential, however, is slight.

Running time, 76 minutes. General classification. Release in September. WILLIAM R. WEAVER

Legion View

(Continued from page 1)

al statement which also quoted the Legion's special classification given Columbia Pictures' "Storm Center." The film already has been distributed in England and is approaching release in this country. The Legion classification was made public on June 13 and reads as follows:

"The highly propagandistic nature of this controversial film (book burning, anti-Communism, civil liberties) offers a warped, over-simplified and strongly emotional solution of a complex problem of American life. Its vicious arguments tend seriously to be misleading and misrepresentative by reason of an inept and distorted presentation."

Text of MPIC Statement

The MPIC statement said:

"We do not question the Legion's right to offer normal and religious leadership, nor do we approve or disapprove the film at issue. However, we believe that by implication and inference this action by the Legion goes beyond normal criticism and spiritual advice, and is a form of censorship with the purpose of dictating and controlling the content of motion pictures, contrary to American principles of freedom of thought and expression."

The matter was brought to MPIC attention last Wednesday night by Screen Producers Guild president Samuel G. Engel, who is the SPG delegate to the MPIC and is active in MPIC affairs.

Endorse FCC Decision To Shift TV to UHF

From THE DAILY Bureau

WASHINGTON, July 22—A majority of the Senate Commerce Committee has strongly endorsed the recent Federal Communications Commission's decision to shift television eventually to the UHF band.

The committee, which held lengthy hearings on tv problems, issued an "interim report" backing the FCC action. Senators Wofford (D., S. C.) and Purtell (R., Conn.) put forth dissenting views.

The FCC last month invited comment on a plan to shift most, if not all, tv gradually to the UHF band, and in the meantime de-intermixing UHF and VHF frequencies in some areas.

The Commerce Committee, in endorsing the shift to the UHF, stressed the need for preserving UHF broadcasters and "urged the Commission move rapidly to the accomplishment of its stated objectives." It also stressed that selective de-intermixture in the meantime "be pursued as broadly and rapidly as possible." The committee promised to follow closely the Commission's progress on its plan, and called for periodic reports to Congress by the FCC on this matter. Finally, the Committee urged Congress to eliminate the excise tax on all-channel color sets.

REVIEW:

These Wilder Years

M-G-M

HOLLYWOOD, July 22

JAMES CAGNEY scores again in a role that tempers his fighting spirit with heart-rending emotional appeal; and Barbara Stanwyck earns similar plaudits for her human, yet business-like portrayal of the supervisor of an adoption home.

Frank Fenton's crisp screenplay of the controversial subject matter, wherein the real parent of an adopted child suffers loneliness and desires to make himself known to the child after too many years have passed, is at all times a frank forum on the subject.

Roy Rowland's direction keeps the film moving at a fast pace, punctuating every scene with human touches. His fine hand is evident in one of the most touching scenes ever filmed, in which Cagney and the 20-year old adopted son whom he fathered, but never knew, suffer the sudden realization and understanding of each other's problem as they meet for the first time.

Jules Schermer's production of Ralph Wheelwright's original story, is spruced with an exceptionally fine supporting cast headed by Walter Pidgeon, and featuring the new faces of Betty Lou Keim, as a teen-age unwed mother, and Don Dubbins, the son Cagney meets in the climactic highlights of the film.

The story depicts Cagney as a wealthy steel magnate determined to find the son he never knew. Miss Stanwyck tries to discourage him with reasons based on her years of experience in running an adoption home. Cagney engages Pidgeon, an attorney, who finds a loophole which would force Miss Stanwyck to disclose the identity and whereabouts of Cagney's boy. But the case is dismissed when Miss Stanwyck introduces evidence of a sworn 20-year old statement by Cagney that he denied any connection with the paternity, in order to shirk the responsibility at the time.

In spite of her victory in the courtroom, Miss Stanwyck is conscious of Cagney's great feeling of remorse and loneliness, and arranges for Dubbins to make himself known to Cagney. When they meet, both realize it is too late for Cagney to claim any true love, and the boy makes it clear that his foster parent is a wonderful man who is ready to take him in as a partner in a printing plant.

The film ends as Cagney adopts 16-year old Betty Lou, who leaned on his advice during her brief stay at the adoption home, and her newborn baby, named after the grown son that is no longer his.

Running time, 91 minutes. Adult classification. Release, August.

SAMUEL D. BERNIS

MPAA Allots

(Continued from page 1)

headed by William C. Gehring, vice-president of 20th Century-Fox, has been progressing slowly in launching the project, said the survey group will undertake the Indianapolis study shortly and "it will take about 60 days."

The allocation of up to \$25,000, he said, is just for the survey. He pointed out that when the credit card plan is launched, additional funds will have to be allocated.

Concern for the fate of the plan was voiced last week by Joseph Cantor, chairman of the Indianapolis exhibition group which had been formed to work with the MPAA sub-committee. Cantor said he had not heard anything from Gehring's group for a number of weeks.

The industry spokesman, however, said that once the survey group begins its study, "a close liaison with Indianapolis exhibitors will be set up." He said that questions which the public will be asked will be based on information supplied by Indianapolis exhibitors, distributors, and the survey group itself.

Loew's Plans

(Continued from page 1)

television and 16mm prints in connection with a financial report for the 40 weeks ended June 7. The consolidated net profit for the period was reported to be \$2,698,261, which is equal to 51c per share on 5,303,447 shares outstanding. This compares with \$4,514,242, or 88c per share on 5,142,615 shares of stock outstanding in the corresponding period for the previous year.

Gross sales and operating revenue for these 40 weeks of the current fiscal year amounted to \$127,992,000 against \$131,272,000 for the same period of the previous year. Figures are subject to year-end audit and adjustments.

The decline in net profit has been due to a drop in domestic theatre grosses generally, Loew said in a letter to the stockholders accompanying the report.

He also said that "as previously announced, the company has, during the past quarter of the fiscal year, decided that it will itself engage in the business of distributing its motion pictures for television. Since the announcement of this policy, there has

Decision Due This Week on TOA Meet Aid

Distribution's sales managers will decide "sometime this week" on what assistance the Motion Picture Association of America member companies will give the Theatre Owners of America in the national exhibition association's forthcoming convention, Ralph Hetzel, MPAA vice-president, said here at the weekend.

Hetzel, who represented the MPAA member companies at a meeting with Myron N. Blank, president of TOA, last month, said the sales managers have been studying the TOA bid for the past few weeks.

Instances Cited

The MPAA vice-president said that Blank and other TOA representatives had requested the companies to buy booth space in the New York City Coliseum during their convention, Sept. 20-25. They also asked that the companies act as hosts at luncheons throughout the convention time, and aid TOA in handling the international industry representatives who will attend the convention, Hetzel said.

He pointed out that while TOA does not know the exact number of foreign film officials who will attend the exhibition meeting, the MPAA and the Motion Picture Export Association had been advised that a number of French and Italian film officials had planned to be in the U. S. in early September anyway.

Will Be Host to Visitors

The association, in any event, would extend its facilities to these people, Hetzel said, adding that the foreign motion picture representatives will visit New York, Washington and Hollywood during their stay here.

Commenting on a meeting between MPAA-MPEA president Eric Johnston and the company presidents, Hetzel said that "no date has been set." It was learned later that Johnston, who had been here for two days of conferences with association executives, had returned to Washington following a private luncheon with George Weltner, president of Paramount Film Distributing Co.

been considerable activity in connection with offers received by the company from various television stations and networks for the right to televise the company's films.

"Negotiations are in progress in connection with some of these offers which, when concluded, should result in considerable income, some of which may be realized during the current fiscal year.

"The company will shortly inaugurate the distribution in the United States of 16mm prints of its films to the non-theatrical market. This will result in additional income to the company."

Ready for lunch?

Just a few chapters ago you left New York on "the Hollywood."
Another 700 miles will speed by between cocktails and dessert.
Before you know it (flight time less than 8 hours) you're in Los Angeles — relaxed, composed. Ready for anything.



Veteran travelers know United Air Lines provides the finest service from New York to Los Angeles. A good example is "the Hollywood," United's deluxe DC-7 service leaving New York nonstop to Los Angeles at 12 noon and 12:30 a.m. Try it on your next trip.



Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

Realistic Rates

► WABC-TV, flagship station of the ABC-TV network, will put a new rate card in effect August 1 reflecting an over-all increase but also several reductions. The increases, says WABC, are a result of "the growth of WABC-TV as a major market outlet and its attendant upsurge in viewers." The increases also take into consideration the variation in the number of sets in operation in specific time periods. Thus go up the costs in and around the Mickey Mouse Club, and go down the costs right after the Mouseketeers go off the air.

AFTRA & the Future

One of the more interesting suggestions to come out of the businesslike, orderly convention of the American Federation of Television-Radio Artists in Chicago was one put forth by Donald Conaway, executive secretary, to the effect that some sort of "guaranteed" annual wage for AFTRA performers might be the next big step forward. Mr. Conaway didn't suggest exactly how this might be worked out, or that it should be brought up at forthcoming contract negotiations in September. However, it is a "legitimate objective," he said, and members ought to be thinking it out. In September, AFTRA has as its immediate objectives an extension of its welfare and pension plan to include the radio and transcription fields, a general 20 per cent rise in basic network and local TV rates and a \$150 minimum for staff announcers.

Opportunistic

Fresh from his triumph of signing Elvis Presley to his family-type show, CBS-TV's Ed Sullivan adroitly jumped on the back of the crisis which last week closed down the Ringling Brothers, Barnum & Bailey Circus in Pittsburgh. However, the showman's plans to present an all-circus program July 29 may well run into a snag. The American Guild of Variety Artists - International

Brotherhood of Teamsters union hassle, which has plagued the circus all season, is now following the circus to Mr. Sullivan's door. The AGVA says that any circus performer whose name appears on its "unfair" list must pay a \$2,000 fine before he can appear on Mr. Sullivan's show. A sizeable hunk of extra change will have to be come by before this show, at least, goes on.

Rating Boosters

► Dramatic proof that syndicated teleseries, when replacing other local shows, can jump audience ratings upward as much as 590 per cent in just four television seasons is claimed in a special research study reported by John Sinn, president of Ziv TV programs. Mr. Sinn cited the 1953-56 rating gains made in the 7-7:30 weeknight "strip" on NBC's New York flagship, WRCA-TV. Formerly airing live shows at this time, the outlet has changed steadily to a policy of airing a different top-quality syndicated show each night at this time, garnering steady rating increases with the change, it is contended.

More of the Same

► One of these days the supply is bound to catch up with the demand, for quiz shows, that is. Two additional entries for the 1956-57 season were announced last week, one of which has a set of rules which only our lawyer-in-residence (now on extended leave of absence) might figure out. This is Twenty-One, a weekly half-hour show which will make its debut over NBC-TV Wednesday, September 12. Jack Barry, late of The Big Surprise, will be the master of ceremonies and, with Enright Productions, co-producer. According to the announcement, the show will be sponsored by Geritol and will be played by two contestants, one of which will be able to win "an unlimited amount of money." The second show, another from the mind of Louis G. Cowan and his Inc., will make its debut over CBS-TV Wednesday, November 7

and will be aimed at children seven to 15 years of age. The top prize will be a fully paid college education and an educational trip around the world after graduation.

Color Commercials

► Color TV commercials will be brightening your living room soon, if the accelerating trend continues, according to Wally Gould, director of Guild Films' commercials division, in his first annual report. Out of a total of 148 commercials produced the past year, the report showed that 50 per cent of them were filmed in tint. The division

also produced a half-hour documentary in color for the National Arthritis Foundation. Altogether, 42 advertisers, some of them sponsors of Guild Films programs, were served by the division.

New McBoing

► Here's news for fans of Gerald McBoing-Boing. The fabulous cartoon character who doesn't speak words will be featured in a new half-hour cartoon series on the CBS Television network in late Fall. Gerald, with his "Boing-Boing" instead of talking, will be
(Continued on page 9)

In Our View

IT WAS announced last week by the National Association of Educational Broadcasters that it had received a grant of \$94,000 from the Ford Foundation. The announcement, made by Frank E. Schooley, president of the association, said the grant was for the year 1956-57, and would aid in carrying out the professional program of the association.

The Broadcasting Association is a professional organization inclusive of educational television and radio stations and production centers for the two specialized media. It is announced further by Mr. Schooley that the grant would enable the association to further its program of providing engineering consulting service for stations and to have two seminars for upgrading programs and personnel.

It is more than a little regrettable that this association should find it necessary to seek elsewhere for funds to carry on its work, and it is even more unfortunate that the group should accept such a substantial sum from the Ford Foundation. After all, the association is a business organization, in substance, and should not have placed itself, now, heretofore or ever, in a position where it is beholden to a specific body, or where its conduct might be subject to question or misinterpretation on the part of the public or any representative body of public responsibility.

It is not a case in this particular instance that there necessarily is anything wrong or even suspect, about this grant of money, but the general principle involved is one which is of the greatest importance to the medium of television and its sister technique of communication. In a public utility service such as television, for such it most certainly has come to be, it is decidedly an error in judgment for any component thereof to accept financial assistance from privately-endowed funds of any sort.

Charles S. Aaronson

TELEVISION IN BRITAIN

LONDON: As expected, Roy Thomson, Canadian newspaper publisher, and chairman of Scottish Television, Ltd., has been appointed to run Scotland's commercial TV station. This was announced in Glasgow by Dr. T. J. Honeyman, Scottish member of the Independent Television Authority, who said that work on a transmitting station would start immediately and the station should be ready to transmit programmes in time for the 1957 Edinburgh Festival. Mr. Thomson is an experienced radio and TV operator owning five radio and two television stations in Canada, in addition to 25 newspapers in Canada, Florida and Britain. He came to Britain in 1953 and bought the *Scotsman* and *Weekly Scotsman* newspapers. At a Glasgow press conference he told newsmen of his plans to make Scottish commercial Television "the best in the world."

Mr. Thomson estimated that about 150,000 sets in area would be capable of receiving a commercial programme, and that advertising would cost about £200 per peak minute. He expects to lose money at first. The original investment in the station would be about £100,000 but he was prepared to invest additional money when it became necessary.

John MacMillan, 41, has been appointed controller of programmes by Associated Rediffusion, the London week-day contractors for T. A. He has been acting controller since Roland Gillet resigned earlier this year.

The B.B.C. has purchased a site on Sherriffs Mountain, near Londonderry, for a television transmitting station. It is expected to be ready by the end of 1957, and will bring television to more than 30,000 additional people in Northern Ireland.

Press reports that commercial television plans were to be shelved have been denied by T.A. The Government's economic policy has necessitated a postponement of the opening of the Scottish and Welsh stations until later next year but the Authority did not contemplate any departure from bringing the remaining five stations into operation by 1959-60.

THE TV Film Producers' Group has been formed, with Harold Guth of Douglas Fairbanks Productions as its chairman. The group will coordinate the various activities, with particular stress on union agreements and fixed arrangements with Equity for firms within the Group.

LORD ROTHERMERE, chairman of Associated Newspapers, who has a 50 per cent interest in the

running of AR (Associated Rediffusion), weekday contractor for the London station, comments on the progress of commercial TV in his annual report to stockholders. He says "It was always anticipated that there would be initial losses, but your directors are confident of the ultimate success of the venture. The number of sets is increasing daily and with the larger cover due to the over-all improvement in the programmes and programme planning, there is a noticeably growing incentive for advertisers to use the new medium. At March 31 this year the total investment in Associated Rediffusion was £1,686,500."

ABC Television now has six studios operating for the production of "live" commercials, under the supervision of S. E. Reynolds, one of their leading producers.

SPOTLIGHT

(Continued)

master of ceremonies of the program prepared by UPA at the Burbank studios. He will essay his role by means of specially conceived cartoon sequences leading into each segment of the program, pantomiming his message and abetting it with appropriate sound effects.

Operation Asia

► An NBC task force is en route to southeast Asia to make an hour-and-a-half color film covering six of the area's seven "uncommitted" nations, Davidson Taylor, NBC vice-president in charge of public affairs, has announced. The title: "Assignment: Southeast Asia." Robert D. Graff will be producer-director of the film. Present plans call for filming in Burma, Malaya, Thailand, Vietnam, Indonesia and Cambodia, with concentration on Indonesia and Thailand as representative of the area. Filming will begin in August on what promises to be an interesting project, and will continue for three months.

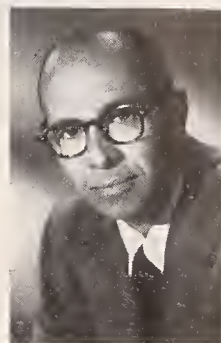
Newcomers

► Two stations have joined the CBS Television network and their brother units welcome them aboard. Station KBAK, Bakersfield, Calif., has joined the network as a secondary interconnected affiliate, it is announced by Herbert V. Akerberg, CBS-TV vice-president in charge of station relations. The affiliation became effective July 9. Next January KBAK-TV will become a primary affiliate of the CBS-TV network, replacing KERO-TV, Bakersfield. Station KDIX-TV, Dickinson, North Dakota, the second newcomer, will join the CBS television network under the extended mar-

Video Tape to Get Full Use Under Oppenheimer's Program at NBC

by SAMUEL D. BERNIS

HOLLYWOOD: Plans are already in work, a year ahead, to gain the advantages of video tape in achieving special production values, better performances, lower production costs and, above all, the desired audience reaction.



Jess Oppenheimer

Jess Oppenheimer, during a luncheon discussion at the Derby, cited this development in describing the treatment to be given "Company of Players," one of the five programs he will produce under his Burlingame Productions banner for NBC-TV.

Mr. Oppenheimer, who also functions as a creative program executive for NBC and is part of a group advising, consulting and participating in the development of NBC properties, will employ video tape in conjunction with the three-camera technique he used in filming the "I Love Lucy" series, during a seven-year association with CBS.

When the curtain rises on "Company of Players," in the Summer or Fall of 1957, we can expect to see an hour-long revue presented from a video tape recording, edited from the long, medium and close shots obtained under the simultaneous three-camera shooting system; and pruned of material which fails to get the "studio audience" response. Video taped "live shows" also makes it possible to introduce greater production and story values through time allowances for makeup, costume and scenic changes, Mr. Oppenheimer said.

Studio audiences of the future will spend approximately two and a half hours to witness the videotaping of an hour show, allowing for changes and "tape measures." The audience reactions obtained

for a show, which could be polished for presentation within 24 hours, will be honest reactions (no canned laughter necessary), and the performances will be at least 25 per cent stronger, due to the chemistry experienced by an actor working in front of a live audience.

Studio audiences will also find special enjoyment in the videotaping of dramatic shows, since the three-camera system makes it possible to record the story in continuity. And Mr. Oppenheimer disclosed an interesting facet to the proposed format for "Company of Prayers": This revue, composed of a "stock company" of 10 or 12 versatile actors, who will take second billing to the stock company, and be guarded against over exposure, will feature a 12 to 20-minute dramatic segment during the first half hour. The second half hour will include a satirical version of the "playlet." This bit of planning is aimed at acquiring a captive audience for the first half hour, who will earn a better appreciation of the satirical portion of the programs.

"Company of Players" will also pave the way for some new program series which can be gleaned from performances and sketch material, he pointed out. In the interim, Mr. Oppenheimer has in preparation four other top projects to spearhead the list of credits he will accrue under his five-year contract with NBC. Among these is a package of 10 one-hour color films, an anthology series of modern dramas under the title of "The Ten Commandments," each having one of the commandments as its basic premise.

Other shows on his schedule include a situation comedy based on the old Baby Snooks property, which he formerly produced, wrote and directed; a domestic situation comedy called "Sis"; and a series based on "The Bill of Rights," which will show through modern incident why these rights were necessary. He will have an interest in the shows he produces for NBC.

ket plan effective on or about October 1, according to Mr. Akerberg. Operating on Channel 2, KDIX-TV is owned and operated by Dickinson Radio Association, P. O. Box 1152, Dickinson, North Dakota. General manager of the station is Orvill F. Burda.

Cole's Jubilee

► Cole Porter, composer and lyricist extraordinary, currently

"celebrating" as they say in the press releases) his 40th anniversary in show business, will head the all-star cast of performers who will be seen in "The Cole Porter Festival," announced last week as the initial production of the second season of CBS-TV's Ford Star Jubilee. The show, to be seen October 6, will be 90 minutes of music and revue based on the Sly One's work. It will originate in Hollywood.



The scene the other day as R. B. Hanna, General Electric Broadcasting Stations division manager broke ground at Schenectady, N. Y. for a new center to house stations WGY and WRGB.

The Show-Makers

Gale Gordon and Bob Sweeney will have the leads in the new comedy series starting over CBS-TV, Tuesday, October 4. Desilu will make the series on Hollywood, with Ed Feldman as producer, Hy Averback director and William Davenport responsible for the scripts. W. A. Shaeffer Pen Company and Procter and Gamble will be alternate sponsors.



Jack Drees and Bill Hickey are the voices in Saturday Sports Mirror, new weekly sports feature produced by Jim Dolan and directed by Vern Diamond for CBS-TV.



NBC Bandstand, new live two-hour radio music show over NBC beginning Monday, July 30, will be on television also for a half-hour segment from 10:30 to 11 A.M., EDT, over NBC-TV. Johnny Mercer will be "Mr. Music," Bert Parks will be permanent m.c., and featured will be the orchestras of Guy Lombardo, the Dorsey Brothers, Wayne King and Freddy Martin.



The Herb Shriner Show, a new half-hour variety series starring the Hoosier humorist, will be presented over the CBS-TV Network starting October 2 under the sponsorship of Pharmaceuticals, Inc., it is announced by William H. Hylan, vice-president in charge of network sales, CBS-TV. The new series will be presented every Tuesday evening. Alan Sherman will produce.



Alan Ladd plays the starring role of a young policeman in "Farewell to Kennedy" on the General Electric Theatre, Sunday, July 29, over CBS-TV.



Lisa Daniels, John Napier and Efrem Zimbalist, Jr., star in "Stop-

over at Sublimity" on the United States Steel Hour, Wednesday, August 1, on CBS-TV. The hour is produced by the Theatre Guild under the supervision of Theresa Helburn, Lawrence Langner and Armina Marshall.



David Niven and Sir Cedric Hardwicke appear in "Tunnel of Fear" on Singer Four Star Playhouse, Thursday, August 2 over CBS-TV. Also in the cast are Walter Kingsford, Alex Frazer, Keith McConnell and Leslie Dennison. The adaptation for TV by Frederic Brady is from a story by Roland Winters. Roy Kellino directed.



Hugh Beaumont stars in "Alias Mike Hercules" on the G. E. Summer Originals series over the ABC television network Tuesday, July 31. Appearing with him is Anne Kimbal. Hal Roach, Jr. produced and Bud Boetticher directed.



Bette Davis and Gary Merrill star in a rebroadcast of "Crack-Up" on CBS-TV's 20th Century-Fox Hour on Wednesday, August 8. The program was first viewed in March. Featured are Barbara Ruick and Jesse White. Jules Bricken produces and Ted Post directs. Joseph Cotten is program host.



Maxwell Reed has been chosen to play the star role in Captain David Grief, Guild Films' new television series based on Jack London's stories of the South Sea Isles. Helen Westcott plays opposite him. Others in the cast are Mickey Simpson, George E. Stone, Tudor Owen, Michael Whalen, Howard Petrie, and Larry Gelbman.



The Jack Benny Show, currently off the air for its summer hiatus, will resume on CBS-TV Sunday, September 23.

Who's Where

Last week these changes:

A series of new staff assignments has been announced by IRVING GITLIN, CBS director of public affairs. JAMES FLEMING, former CBS newsmen who most recently has been producer of NBC Radio's "Monitor," has been appointed producer of Good Morning with Will Rogers, Jr. MICHAEL SKLAR, who has been producer of the Rogers program, will begin research and development on a new series of programs for showing early next year. TED SACK, producer of Look Up and Live, will become an associate producer of Adventure on a special research project; CARL BEIER replaces Mr. Sack as producer of Look Up and Live. SHELBY GORDON, associate producer of Adventure, begins research and development on a new program.

JACK KIRK has been appointed to the WABC-TV sales staff as an account executive, it was announced by ROBERT L. STONE, general manager. Mr. Kirk had been manager of the political sales unit at the station. BARRETT GEOHAGEN, formerly with Station WPIX, New York, has been appointed manager of the WABC-TV political sales unit. Both appointments are effective immediately.

KENNETH MCKAY, former assistant director of public relations for Madison Square Garden, will join CBS-TV press information as sports publicist, effective July 23. Mr. McKay will work directly with WILLIAM MACPHAIL, CBS director of sports, and will be responsible for publicity on all sports programs.

JANE NUSBAUM has been added to the legal staff of WABD, New York, it has been announced by TED COTT, vice-president of DuMont and head of owned and operated stations.

Appointment of NOX LEMPert, veteran producer of public service films and commercials, to serve as production manager for Guild Films' commercials division, has been announced by WALLY GOULD, director of the department. Mr. Lempert comes to Guild Films from Filmwright Productions where he was executive producer since 1951. He handled the campaign for Better Schools, and commercials for Tide, Instant Maxwell House Coffee and others.

WALTER KIERNAN, veteran political reporter, columnist and radio-TV commentator, has been added to the ABC news staff covering the Presidential Conventions in August.

BRUCE EELLS, western division vice-president of Television Programs

of America, has signed a new two-year contract with the company, according to MILTON A. GORDON, president. Mr. Eells and HARDIE FRIEBERG, eastern vice-president, have been given extended sales territory to supervise.

HOLLYWOOD

HOLLYWOOD: Young & Rubicam wants Peter Goelet's National Audience Board to preview four of its new teleseries slated for the Fall: Broken Arrow, 77th Bengal Lancers, Adventures of Hiram Holiday and Playhouse 90. NAB regional directors will notify all groups of the air dates so that family reviews can be conducted on a national scale and ballot results forwarded voluntarily to the agency. . . . Sunkist bought one fourth of the Blondie series show produced at the Hal Roach Studios sponsoring the comedy series in 4 markets on the Vitapix station lineup. Wesson Oil has also bought into the program covering 80 markets. Ned Koenig, head of sales for Roach, is offering the remaining fourth of the tab to top regional and national accounts.

M & A Alexander Films has acquired the re-run distribution rights, for syndication, to the "Big Town" series, starring Mar Stevens. The top rated newspaper adventure series will now be known as "Byline—Steve Wilson."

Stanley Frazen left his producer-director post at McCadden commercial division after five years, flew east to produce and direct commercial for Filmways at their Manhattan studios, and will set up shop with a new affiliation on his return. . . . Ken Murray is back from his four-week engagement of "Blackouts" at the Riviera Hotel in Las Vegas.

Hal Roach, Jr., chose Henry Greenberg as associate producer of The Stories of John Nesbitt teleseries for A.T. & T.'s Telephone Time. . . . National Vaudeville Lines will plug Doris Day's coming MGM release, "Julie," with 740 radio spot announcements over 30 key cities, in exchange for quotes on the nationwide moving company. . . . Bob Crosby will top the California State Fair show in Sacramento in September. The Modernaires and regulars on his CBS-TV show are in the act. . . . Four Star Films is backing actor Don Taylor on his film directorial debut with a Stage 7 segment titled "Family Affair," starring Charles Coburn. . . . George Bilson has joined Briskin Production Inc., Screen Gems, to head a new department developing ideas for new film series. . . . Campbell Soup and Lever Bros. are the alternate sponsors of On Trial, the new television film series, which Collier Young produces.

—S.D.

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you need to know

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The NEW shocker from the director of "Rebel Without a Cause"!

MOTION PICTURE DAILY

30, NO. 16

NEW YORK, U. S. A., TUESDAY, JULY 24, 1956

TEN CENTS

A Business Reported Up in the Far East

Views This Year as
5% Ahead of 1955

By LESTER DINOFF
(Picture on Page 11)

East and Australasian exhibitors consider United Artists a supplier of important product, according to Alfred Katz, UA international home office executive, who has announced that his company's business in these territories has increased "over 100 per cent" since 1955 and that this year's business is running up to "45 to 55 per cent ahead of last year."

who returned to New York for a six week tour of Japan, the Philippines, Hong Kong, Siam, Indo-China, Singapore, Indonesia, Australia and New Zealand, said that this market contributes between 18 to 20 per cent of the overall foreign gross of United Artists.

is highly optimistic about the year. (Continued on page 11)

Sea Drive Session In Boston Today

Special to THE DAILY

TON, July 23—First in series of large meetings with RKO salesmen in the East to prepare for "Pan O'Shea Drive" begins tomorrow with arrival of Nat Levy, Eastern sales manager, and his office assistant, Frank Mooney. RKO sales drive begins Aug. 13 and will run for 16 weeks. The Eastern chief and his assistant will be in the East. (Continued on page 7)

Warner Newsreel to Be Shut Down; Negotiations for Sale Now Underway

Warner News, Inc., a subsidiary of Warner Brothers, will discontinue production of Warner Pathe newsreels as of Aug. 23, 1956, it was announced here yesterday.

In reporting the closing down of the newsreel it has operated for nine years, Warner News additionally announced that it is currently negotiating the sale of its many other projects plus its film library with several interested buyers. The negotiators were not revealed.

Warner Brothers acquired Pathe News from RKO Pathe News for \$4,000,000 August, 1947, giving the company a newsreel operation for the first time. The first newsreel under the name of Warner Pathe was produced in 1948. (Continued on page 7)

WB Studies Stock Options

The board of directors of Warner Brothers Pictures is working on a plan under which key personnel would be granted stock option rights, it was announced by president Jack L. Warner, in a letter to stockholders.



Jack Warner

Warner, who assumed presidency of the production and distribution company two weeks ago said that directors of the company will submit their stock options to the board. (Continued on page 7)

'All Boats' in Big Opening

"Away All Boats," Universal-International's new VistaVision film, which has opened in more than 50 situations from coast-to-coast following its premieres last Wednesday is continuing to roll up the best business in its initial engagements of any film the company has released. (Continued on page 11)

Warner Newsreel to Be Shut Down; Negotiations for Sale Now Underway

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Report Paramount News Negotiating TV Sale

Paramount Newsreels, a subsidiary of Paramount Pictures, is currently negotiating with a television film network producer for the sale of its production and other facilities here, it was reported.

Paramount Newsreels, which has as a trademark "The Eyes and Ears of the World," is produced semi-weekly at its own studios here.

Racing Against Time

Industry Fights to Get Tax Bill to Senate

Hope to Persuade Finance Committee To Schedule Meeting on Short Notice

By J. A. OTTEN

WASHINGTON, July 23—Industry leaders, racing against time, were trying to figure out some way to get a Senate Finance Committee meeting on the admissions tax relief bill. The excise measure, which passed the House late Saturday on a voice vote, would raise from 50 cents to \$1 the exemption from the 10 per cent federal admissions tax. It now must pass the Senate.

'King' Reaps
\$2,345,000
In 66 Dates

Twentieth Century-Fox's CinemaScope 55 production of Rodgers & Hammerstein's "The King and I" has grossed \$2,345,000 in 66 first-run U.S. and Canadian playdates in less than four weeks of domestic release, the company reported here yesterday.

The big first-month gross for "The King and I" is second only to "The Robe," and considerably larger than previous CinemaScope attractions such as "The Man in the Gray Flannel Suit," "The Seven Year Itch," "Carrousel." (Continued on page 11)

But the first problem facing the industry was to get the bill to the

Text of a plea by Senators Sparkman and Humphrey, of the Senate Small Business Committee, addressed to Senator Byrd and calling for elimination of the admissions tax, will be found on Page 7.

Senate floor. The Senate Finance Committee, which handles the bill, said it had no further meetings scheduled this year.

Chairman Byrd (D., Va.) could, of course, always call another meeting of the committee on short notice. But he was reported fearful of calling such a meeting lest members bring up at that time some expensive House-passed veterans pensions bills which he opposes.

Industry leaders were working on a plan to get the bill to the Senate. (Continued on page 7)

'Moby' Takes Still Strong

John Huston's Moulin production of "Moby Dick" for Warner Bros. release continues to set a record pace in all of its engagements, including holdover situations and new openings, during the past week, according to a report by Warners.

In its dual engagement at the Criterion and Sutton Theatres in New York. (Continued on page 7)

PERSONAL MENTION

HOWARD DIETZ, Loew's, Inc., vice-president, returned to Hollywood yesterday from Santa Barbara.

EDMUND REEK, vice-president of Movietone, is recovering at his Atlantic Beach, L. I., home following surgery.

L. D. NETTER, JR., general sales manager of Todd-AO Corp., is the father of a son born to Mrs. NETTER at Sarah Lawrence Hospital, Bronxville.

ANGELO PROVINZANO, past president and a director of Wisconsin Allied, has been elected president of the Civil Service Commission of Milwaukee.

SIDNEY FRANKLIN, director, will return to New York from London tomorrow, and will leave here on Friday for the Coast.

LOUIS E. GLICK, director of the American Broadcasting Company's music library, returned to New York from Europe yesterday aboard the "Ile de France."

RONALD NEAME, director, has left Hollywood for Hong Kong.

ADRIANA MUSA, secretary to the director of advertising-publicity for Walter Reade Theatres, will be married in the fall to **AL FLOERSHEIMER**, vice-president of the circuit in charge of catering.

NORMAN KAPHAM, M-G-M home office photographer, will return to New York today from Canada.

WILLIAM L. SNYDER, president of Rembrandt Films, has left New York for Europe.

JAMES MASON will arrive in New York on Friday from the Coast.

'Phantom Horse' Opens At Normandie Theatre

Ambassador T. Kase, permanent observer for Japan at the U.N. headed the list of notables attending the premiere of "The Phantom Horse" last night at the Normandie Theatre under sponsorship of the Japan Society. The principal address at the showing was given by Jun Tsuchiya, consul-general of Japan.

Canadian Industry Spends \$3,000,000 On New Construction and Repairs

By M. L. SCHWARTZ

OTTAWA, July 23—The Canadian Government has revised upward its estimate of the amount the motion picture industry will spend this year on new construction, repairs and modernization. Earlier this year a Government survey estimated that \$2,700,000 would be spent. Now the continuing survey puts the figure at \$3,000,000.

Although this total is still far below the \$6,200,000 spent last year, the upward revision is considered encouraging because it reverses a downward trend apparent for such estimates in other industries caused by shortages of material and labor and unfavorable weather.

The \$3,000,000 total includes an estimated \$2,400,000 for new construction, comprising \$1,500,000 for construction and \$900,000 for machinery and equipment; and \$600,000 for repairs and modernization, divided evenly between construction cost and machinery. The earlier estimate had allowed only \$2,100,000 for new construction and \$600,000 for repairs and modernization.

Gallup Buys Theatre for Film 'Proving Ground'

PRINCETON, N. J., July 23—Purchase of the Colonial Theatre in neighboring Hopewell, N. J. for use as a proving ground for motion pictures, tv films and advertised products, has been reported by Dr. George H. Gallup, public opinion statistician.

Under the Gallup plan, audiences from farm and city areas within 15 miles of the 500-seat theatre will be invited to view films and will provide Gallup with moment-by-moment reactions to the events projected on the screen. The results will be used to provide an advance sample of public attitude toward the pictures. All invited to the house will be admitted without charge.

Due to open this fall after being renovated, the theatre will also serve as a home for Gallup's activation research program which will attempt to determine what kind of advertising campaign will prompt a given group to buy a particular retail product.

Filmack to Play Host at New Studio Unveiling

CHICAGO, July 23—An open house to mark the opening day of their new live action studio will be held Aug. 1 by Filmack Studios, in the Filmack Building, here.

Irving Mack, president of the 38-year-old New York and Chicago firm, said friends in the advertising, telecasting and film fields have been invited to attend.

Merchants Back Drive To Repeal Seattle Tax

SEATTLE, July 23—Some 1,000 merchants—owners of businesses near this city's theatres—have petitioned the City Council for repeal of the municipal admission tax. It has produced more than \$200,000 annually from the theatres.

The petition was filed with the Council by Dwight L. Soracher, executive secretary of the Theatre Owners of Washington. Exhibitors have also renewed their plea for repeal of the tax.

House Special Excise Subcommittee Named

WASHINGTON, July 23 — House Ways and Means Committee chairman Cooper has named a special excise subcommittee.

The subcommittee, which will take testimony on the need for excise rate changes, will be headed by Rep. Ford (D., R.I.), who headed a technical excise change study committee during the past year. Members are representatives Eberharter (D., Pa.), Keogh (D., N. Y.), Karsten (D., Mo.), Herlong (D., Fla.), Jenkins (R., O.), Mason (R., Ill.) and Holmes (R., Wash.).

Cooper also named a special subcommittee to study U. S. customs and foreign trade policies. This will be headed by Rep. Boggs (D., La.) and will include as members Rep. King (D., Calif.), Harrison (D., Va.), McCarthy (D., Minn.), Machrowicz (D., Mich.), Reed (R., N. Y.), Byrnes (R., Wisc.), Sadlak (R., Conn.) and Curtis (R., Mo.).

'Leaves' in Superscope For Latin-American Mart

Joseph Tushinsky, president of Superscope, Inc., has closed a deal with Columbia pictures to convert "Autumn Leaves," starring Joan Crawford, into the Superscope 235 anamorphic widescreen process, for the Latin-American market. This is the second Columbia picture to be put into Superscope for Latin-American exhibition, "The Harder They Fall" having previously been set for this treatment. "Autumn Leaves," originally filmed in the 1.85 to 1 ratio, will be converted into anamorphic prints with a 2.35 to 1 screen ratio.

CBC's Video Shows Loss

Special to THE DAILY

OTTAWA, July 23—The Canadian Broadcasting Corporation reports a loss of \$1,358,621 on operations in the last fiscal year in television and motion pictures. Money will be needed in the current fiscal year to maintain the present output of tv programs. Otherwise, CBC states, its tv programs will be substantially reduced.

The annual report explains that a large increase in commercial revenue for CBC could be foreseen during the current year but a considerable increase in expenditures is looked for particularly for tv programs.

\$38,572,512 for Operations

CBC's total operating outlay for tv networks reached \$38,572,512 during the year compared with \$29,103,500 in the preceding year when there was a surplus of \$4,267,668 in contrast to this year's deficit of \$1,358,621. Revenues from tv advertising climbed to \$7,403,438 from only \$4,157,325 in the preceding year but income from sale of tv sets increased to \$17,737,900 for a gain of only \$778,026.

In addition, the report discloses that \$10,600,000 was spent by CBC for performances or performers.

Indicative of the competition which theatres face from tv operations is the Canadian government-owned CBC, the report shows that 33 stations are now operating and others are coming into existence so that over 2,000,000 homes are now in possession of a tv set, about 13,000,000 Canadians are able to view tv programs or 80% of the population, and service is still being expanded.

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JUNE ALLYSON

in "INTERLUDE"



LAUREN BACALL

in "WRITTEN ON THE WIND"



LEX BARKER

in "AWAY ALL BOATS"



ORNELL BORCHERS

in "ISTANBUL"



ROSSANO BRAZZI

in "INTERLUDE"



JAMES CAGNEY

in "THE MAN OF A THOUSAND FACES"



RORY CALHOUN

in "RAW EDGE"



JEFF CHANDLER

in "AWAY ALL BOATS"



MARIANNE COOK

in "FOUR GIRLS IN TOWN"



JEANNE CRAIN



TONY CURTIS

in "THE RAWHIDE YEARS"



LARAINÉ DAY

in "TOY TIGER"



DAN DURYEA

in "BATTLE HYMN"



JOSÉ FERRER

in "THE GREAT MAN"



O.W. FISCHER

IN HIS FIRST AMERICAN PICTURE



ERROL FLYNN

in "ISTANBUL"



VAN HEFLIN

in "IF I SHOULD DIE"





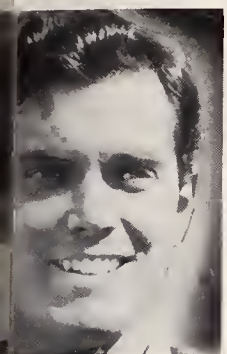
TIM HOVEY

in "MAN AFRAID"



ROCK HUDSON

in "BATTLE HYMN"



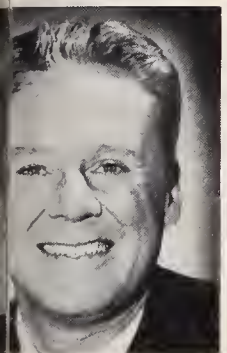
JEFFREY HUNTER

in "GUN FOR A COWARD"



MARTHA HYER

in "MISTER CORY"



VAN JOHNSON

in "KELLY AND ME"



CURT JURGENS

SENSATIONAL EUROPEAN STAR



ARTHUR KENNEDY

in "THE RAWHIDE YEARS"

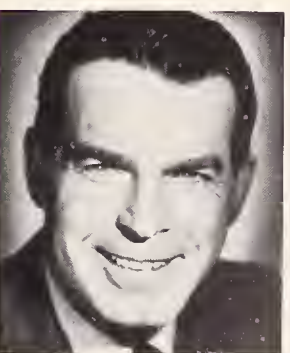


PIPER LAURIE

in "KELLY AND ME"



JANET LEIGH



FRED MacMURRAY

in "GUN FOR A COWARD"



DOROTHY MALONE

in "PILLARS OF THE SKY"



VIRGINIA MAYO

in "CONGO CROSSING"

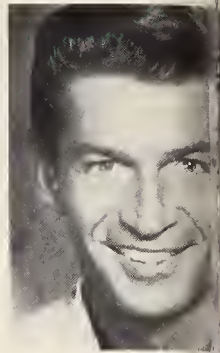
AUDIE MURPHY

in "WALK THE PROUD LAND"



GEORGE NADER

in "CONGO CROSSING"



MAUREEN O'HARA

in "THE WORLD AND LITTLE WILLIE"



DONNA REED



DEBBIE REYNOLDS

in "TAMMY"



ROBERT STACK

in "WRITTEN ON THE WIND"



JAMES STEWART

in "NIGHT PASSAGE"



LANA TURNER

in "MY MAN GODFREY"



ESTHER WILLIAMS

in "THE UNGUARDED MOMENT"



JANE WYMAN



Yes

...THE WORLD'S TOP STAR POWER
keeps coming from Universal...



LITHO IN U.S.A.

Tax Bill

(Continued from page 1)

Senate majority leader Johnson (D., T.), Senate minority leader Knowland (R., Calif.), and finance committee members in an effort to get the bill to schedule a committee meeting. Another danger facing the industry was the possibility that Johnson, fearful of party-splitting fight over the civil rights issue, might try to adjourn the Senate earlier than the week-end. Industry leaders feel they need every possible day if they are to get a Senate vote on the bill. Members of the Senate Finance Committee are, besides Chairman Byrd (D., Va.), Senators George (D., Cal.), Kerr (D., Okla.), Frear (D., Ill.), Long (D., La.), Smathers (D., Fla.), Anderson (D., New Mex.), Douglas (D., Ill.), Millikin (R., Colo.), Martin (R., Pa.), Flanders (R., Vt.), Williams (R., Del.), Malone (R., Nev.), Carlson (R., Kans.) and Bennett (R., Utah).

Passed in 12 Minutes

It took the House only twelve minutes to pass the King bill, by a voice vote, late Saturday night. The several Congressmen who spoke for the bill emphasized the need to help the industry meet the competition of television and other problems.

Rep. Reed (R., N. Y.) declared he did not question the merits of the legislation but said it seemed to him unfortunate and discriminatory to ignore the just demands of other taxpayers for similar assistance in their economic difficulties. He pointed out that the Treasury and Budget Bureau opposed the bill because of the revenue loss.

Rep. Byrnes (R., Wis.) and several other speakers endorsed the bill but said aid should also have been given to the nation's legitimate theatres and vaudeville.

Warner Studies

(Continued from page 1)

option plan to company stockholders at the next annual meeting.

In telling Warner Bros.' stockholders of the changes which have taken place within the organization, Warner reported he had signed a five-year employment agreement with the company, defining his duties as principal executive officer, and that he continues to own more than 200,000 shares of stock of the company.

Commenting further on the stock option plan, Warner said "we believe that in these days of high taxes, the deferred incentive promoted by such plans is highly desirable for good management, and option plans are in effect in most of the leading corporations of the country."

Warner also told stockholders that a vast amount of work necessary to complete the financial transaction under which the company's film library, short subjects and cartoons were sold to television for \$21,000,000, is expected to be finalized in a few days.

Sparkman and Humphrey, in Letter to Byrd, Ask Senate to 'Remove This Oppressive Tax'

From THE DAILY Bureau

WASHINGTON, July 23 — Senate Small Business Committee chairman Sparkman (D., Ala.) and Senator Humphrey (D., Minn.), chairman of the small business subcommittee that studied film industry problems, today called for Senate action on the tax relief bill. In a letter to Senator Byrd, Sparkman and Humphrey declared that "to remove this oppressive tax would be of tremendous benefit" to independent theatre owners, many of whom charge admissions of 50 cents to \$1.

The letter pointed out that the subcommittee held extensive hearings this spring on the problems of independent exhibitors, and that "it became very apparent during the course of these hearings that the small theatre owners located in rural areas, small towns and suburbs of the larger cities are in a most difficult financial plight. Approximately half of the 19,200 theatres throughout the country are losing money or barely breaking even in their operations.

"In the committee's report which will soon be submitted to the Senate, it is recommended that the motion picture admissions tax be removed in order to give a measure of assistance to thousands of hard-pressed exhibitors."

'Moby Dick' Grosses

(Continued from page 1)

York, the picture grossed \$37,980 in the first five days of its third week at the Criterion, with an estimated \$48,000 for the third week ending tonight, and for a similar period at the Sutton, it grossed \$17,016, and is expected to reach \$23,000 for the week. Both engagements will continue indefinitely.

A \$13,482 fourth weekend was reported at the Astor, Boston, which was ahead of the third weekend. The picture also holds for a fourth week at the Stanley, Baltimore, and the Metropolitan and Ambassador in Washington, D. C., as well as at the Paramount, Pantages, and Wiltern Theatres in Los Angeles.

Holding for a third week are the Allen, Cleveland; Majestic, Providence; St. Johns, Jacksonville; Radio City, Minneapolis; St. Francis, San Francisco, and Chicago, Chicago. The picture opened at the Strand, Hartford, last week where it racked up a record-breaking \$13,905 in its first five days. Other recent engagements are the Warner, Youngstown, where the picture grossed \$9,505 in its first five days; Fox, Atlanta, where it grossed \$14,467 in its first three days; Strand, Akron, with an \$8,080 'take' for its first five days.

Warner Newsreel

(Continued from page 1)

News was issued on Aug. 13, 1947. Norman H. Moray was named president of Warner Pathe News and Walton C. Ament appointed vice-president in charge of production.

Retention of the Pathe name in the title of the newsreel was made a part of the terms of its acquisition. This constituted a bow of recognition to Charles Pathe, the French industry pioneer, and the long history of the Pathe organization in this country. Pathe was set up here in 1905. The first regular editions of Pathe Weekly appeared here in 1910. In 1911, it had its first competition from the Mutual Weekly. In 1931, RKO took over the production assets of Pathe Exchange, including the newsreel.

O'Shea Campaign

(Continued from page 1)

cover the RKO branches with the District Manager of each territory.

The Boston meeting will last for two days, as will a similar sales session in Washington, D. C. on July 26-27. The sales executives meet with the Pittsburgh exchange July 30, and on Aug. 1-2 will hold meetings in Philadelphia. Following a two-day session Aug. 6-7 in Cincinnati, Levy and Mooney will be in Indianapolis on Aug. 8 and Cleveland on Aug. 9-10. A three-day sales meeting Aug. 13-14-15 is scheduled for Detroit.

United Artists

(Continued from page 1)

tions, billings and playdates is bringing a total of \$50,000 in cash prizes to winners among the 32 competing branches in the United States and Canada. It honors the fifth anniversary of UA's leadership by president Arthur B. Krim, board chairman Robert S. Benjamin, Heineman, vice-president Max E. Youngstein and Arnold M. Picker, vice-president in charge of foreign distribution.

The Philadelphia, Pittsburgh and Milwaukee branches took first place in each of three groups of equal grossing potential. They are respectively managed by Gene Tunick, James Hendel and Joe Imhof. The fifth anniversary drive will be climaxed by a ten-week home stretch drive ending Sept. 8.

Indoor Theatre Again For Washington Town

CENTRALIA, WASH. July 23 — The Fox Theatre will be reopened here soon by its new manager, William Evans, following a complete renovation of the theatre. The Fox and Chehalis theatres were recently closed by Ron Gamble, former operator. No plans have been announced for reopening of the Chehalis. The only theatre in operation locally is the drive-in Midway between the two cities, which Gamble retained.

Evans, former manager in Centralia, returns after seven years in theatre business at Bothell, Wash.

NEWS ROUNDUP

Company Dividends Report

Cash dividends of motion picture companies during the first six months of 1956 were slightly behind the total for the like 1955 period, the U. S. Commerce Department has reported. The department listed these dividends as \$14,318,000 for the January-June months this year, compared with \$14,663,000 for the like 1955 period. The department said dividend payments in June this year were \$3,842,000, compared with \$3,787,000 in June last year.

Second Opening for 'Life'

Following a specialized distribution pattern, "Bigger Than Life" in CinemaScope, 20th Century-Fox's drama of drug addiction, will have its second opening at the RKO Memorial Theatre, Boston, on Aug. 8. The engagement was set following meetings between Alex Harrison, general sales manager of the film company, and officials of the theatre circuit.

Thompson to Talk Tomorrow

Choosing "Back to the Movies" as his theme, J. H. Thompson, of Martin and Thompson Theatres and president of Georgia Theatre Owners and Operators Association, will be the guest speaker at the meeting of the Atlanta WOMPIS at the Variety Club on Wednesday. Mrs. Jackie Cowart, president will preside.

Coast Production Off Slightly

Production began to drop off slightly in Hollywood this week, but an over-all total of 51 (as compared to 57 last week) still ranks as one of the highest reached in a long time. Three new pictures were started and nine others were completed.

LeRoy Brands 'Bad Seed' Restriction as 'Nonsense'

CHICAGO, July 23—The action by the Board of Censors here restricting Warner Bros.' "The Bad Seed" to adults only has been called "nonsense" by Mervyn LeRoy, producer-director of the film, in a statement issued from Europe. Timothy J. O'Connor, commissioner of Police for the city, after seeing the film at a preview, said it is "so controversial in nature that I find it necessary to restrict attendance at this picture to adults only."

In his reply Le Roy said the film is "basically a love story. It was a smash hit on Broadway, and I attended countless performances of the play, where I saw women and youngsters enjoying themselves in the theatres. The same thing happened in Chicago, where the play ran for six months."

Motion Picture Daily Feature Review

Run for the Sun *Russ-Field—UA*

THE COMBINATION of Richard Widmark's always interesting personality and assertive masculinity with Jane Greer's saucy feminine aplomb and come-hither looks and bearing is enough to satisfy most theatre exhibitors and when these assets are joined by others: to wit, taut, incisive direction from Roy Boulting and an exciting, well-paced screenplay by Dudley Nichols and Boulting, well, the happy results can't help but ring bells.

Box offices will hum merrily as audiences get word-of-mouth reports on this highly salable item, which deserves any amount of exploitation. Executive producer Robert Waterfield has given this Russ-Field effort careful mounting; the Eastman film print by Technicolor and the Superscope are excellent; and the acting from co-star Trevor Howard and supports Peter Van Eyck and Carlos Henning is first rate.

Widmark is a famous American novelist who has gone into seclusion in Mexico after a marital disillusionment. Miss Greer is an enterprising girl reporter for a magazine sent to smoke out Widmark and learn the reasons for his disappearance. Out to use him for news purposes, she falls in love with her subject instead, especially when he tells her of his unhappy personal life and inability to write.

Conscience-stricken, she attempts to abandon the assignment, but enroute to Mexico City, whence Widmark is taxiing her in his plane, they run out of gas and end up in a jungle, where they meet Howard and his two shady-looking associates, Van Eyck and Henning. It turns out Howard is a British traitor who broadcast for the Germans in World War II, and that the other two are war criminals.

Naturally the threesome want to keep Widmark and Miss Greer from telling the outside world of their whereabouts. The latter two's efforts to escape are cinematically thrilling, what with jungle chases and a final hair-raising race for a plane that will carry them to safety.

There's nothing wrong with the Widmark-Greer clinches, either, for those who like that element along with their adventure. Harry Tatelman produced.

Running time, 99 minutes. General classification. For August release.

LAWRENCE J. QUIRK

Raw Edge *U-I*

RORY CALHOUN is cast as a cowhand pitted against corrupt forces in an Oregon frontier town in this film. In his gun-slinging battles he confronts Rex Reason, Neville Brand, Emile Meyer and Herbert Hudley while his amorous moods find him in the company of Yvonne De Carlo.

A typical western, "Raw Edge" is ably produced and competently directed by Albert Zugsmith and John Sherwood. Technicolor helps to point up the visual splendor of the western surroundings. A story by William Kozlenko and James B. Nablo provided the basis for the Harry Essex and Robert Hill screenplay.

Calhoun enters the Oregon village only hours after his brother has been lynched by Hudley, playing the town's financier, gunman and ruler. Hudley's law, that a widow goes to the first man who claims her, is disapproved by all—including his own wife, portrayed by Miss DeCarlo. Hudley's henchmen, Brand, Reason and Meyer, support the law but are the first to attack it when Hudley leaves town on a trapping mission. In an attempt to avenge his brother's death, Calhoun sets out to kill Hudley but finds the gang members unfriendly toward him. In a gun-battle, he kills Meyer, who has in turn disposed of Reason and Brand.

Meanwhile, Mara Corday, cast as an Indian girl who had married Calhoun's brother and then returned to the tribe after his death, leads the tribe to Hudley, whom they kill. The finale sees Calhoun leaving the frontier with Miss DeCarlo after peace is restored.

Running time, 76 minutes. General classification. For September release.

J. E.

He Laughed Last *Columb*

ADVENTURES in the gangster underworld of the late 1920's provide humor in this Columbia release in Technicolor. The array of stars includes Frankie Laine, Lucy Marlow, Dick Long and Alan Reed.

The Blake Edwards screenplay from a story by Richard Quine and Edwards has Alan Reed cast as Big Dan, an underworld czar, who is killed by fellow gangsters in their attempt to seize control of the mob. Reed, who had been known as a practical joker, has the last laugh since he had willed all the rackets (racetrack, bootlegging outfit, etc.) to Miss Marlow, a singer in Reed's night club who was a "graduate" of the same orphanage as Reed. Laine is a club singer who serves as Marlow's right hand man when she takes control of the mob. The finale sees Miss Marlow quitting the rackets and selling the club to Laine.

Both direction by Edwards and production by Jonie Taps are competent, as are the performances.

Running time, 77 minutes. General classification. For August release.

La Strada *Trans-L*

IT WOULD SEEM that the Italian neo-realist school of film making is again in the ascendancy in that country if "La Strada" is an example. Art house patrons will find it a strong dose of cinema, the work of Federico Fellini, one of the brightest of the Italians' newer crop of director-writers. The story he tells is a pathetic one, limned in starkly realistic terms, and concerned in the main with man's lonely wandering and need for love and understanding. Tullio Pinelli shares credit with Fellini for the writing of the screenplay.

The Americans Anthony Quinn and Richard Basehart fill the chief male roles, and opposite them is a highly talented actress named Giulietta Masina, in private life Mrs. Fellini. She gives a sensitive performance in a complex role.

Miss Masina portrays a girl of simple mind but compassionate heart who accompanies a strong man, Quinn, about the countryside where he does a pathetic chain-bursting act. Quinn is an uncomplicated brute of a man who prefers action to analysis. Insensitive and thoughtless, he ignores the devotion of his assistant, whom he has trained as a clown and general utility girl.

A high-wire artist, known as The Fool (Basehart) offers her a better life with him, but her loyalty to, and love for, Quinn, prove too great. Later when he kills Basehart in a fit of rage, she pines away in loneliness and disenchantment and finally dies, after being deserted by the man she idolizes. Then, and only then, does Quinn realize his desperate loneliness in a hostile, cold world, and in his bitter realization that he has lost the only person with whom he ever, even inadequately, succeeded in communicating, he sinks in bitter anguish on the sand of a dark beach.

The theme and treatment are definitely adult, especially in the delineation of the sexual relationship between Quinn and Miss Masina. There is dubbing in Italian for the American members of the cast, and some well-written subtitles throughout. Trans-Lux is releasing the Ponte-DeLaurentiis production here.

Running time, 115 minutes. Adult classification. For immediate release.

L. J.

James Parker Drowns 'Brave One' at Festival

James Parker, 45, a member of the Cinerama expedition shooting "Search for Shangri-La" in Pakistan, was drowned last Saturday in the upper Indus River Gorge when the boat in which he was riding capsized. He is survived by his mother, a brother and a sister. Six others in the boat suffered only minor injuries.

The King Bros.' "The Brave One" has been entered in the Edinburgh Film Festival, which opens Aug. 1, according to Walter Branson, RKO vice president in charge of worldwide distribution. "The Brave One" is the first American feature to be announced for showing this year at the festival.

Sindlinger Says:



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*In other words, the Theatre Trailer is directly responsible for **\$348 out of every \$1,000** expended for admissions in the first-run theatres in Oklahoma City. This is but one of the many valuable facts contained in the comprehensive statistical survey prepared by Sindlinger & Co. for its theatre clients in Oklahoma City and County, covering an **84-week period** ending June 9, 1956. Copies of the entire report will be furnished on request as an industry service by
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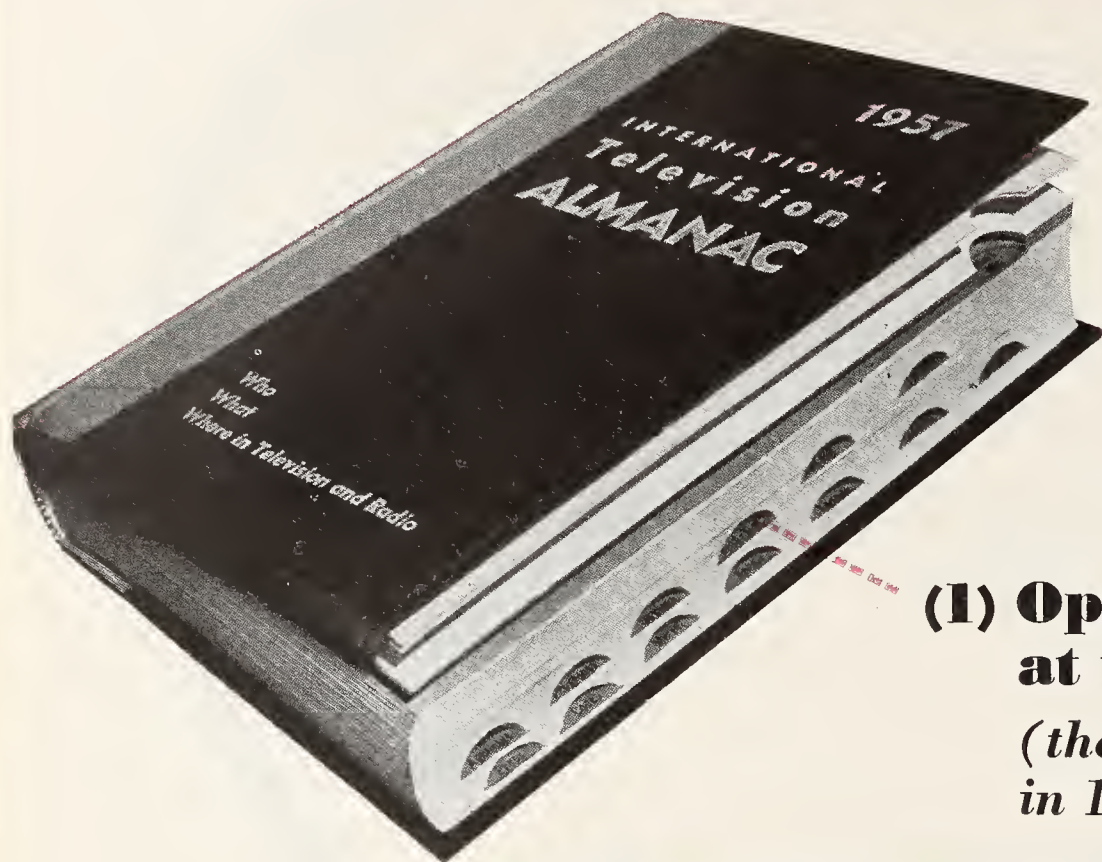
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A Business 'King' Grosses \$2,345,000

(Continued from page 1)

ure for UA and the entire motion picture industry in the Far East and Australasia. The market is improving steadily due to construction and reconstruction of theatres, especially in Japan, he said, and the better production in release.

He cited the case of the UA Japanese specializing in American films which is constructing a four-theatre amusement center in Tokyo. Katz said



M. P. DAILY PHOTO

Alfred Katz

t these four theatres will be located in one building, with two of the theatres specializing in American films and the other two in native product. This amusement center, plus the reconstruction of the Picadilly Theatre there, will boost Japanese business, Katz said, adding that the Shochiku film people are chartering buses in large numbers to the film center, which will open in late September.

Roxy, N. Y., Revises Its Stage Production Set-Up

The Roxy Theatre here has effected a number of revisions and additions to its stage production set-up, according to an announcement by managing director Robert C. Rothafel. Working under the direct supervision of Rothafel, Anolyn Arden will head the choreographic department and in addition will function as over-all production coordinator. She will have direct supervision over all talent, entertainment and costuming on stage. Bruno Maine, as scenic designer, will continue with the full responsibility of all matters pertaining to the stage. Lynne Bloom will serve in the capacity of executive aide to both Miss Arden and Bruno Maine.

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'King' Grosses \$2,345,000

(Continued from page 1)

sel," it was stated by the distributor. The film company reported that the picture grossed \$70,500 over the weekend at the Roxy Theatre here in its first three days of the fourth week, topping first-day marks of the second week of \$68,000 and the first three days of the third week of \$62,000. The fourth week Roxy gross is expected to be \$126,000, according to 20th-Fox.

\$26,000 in San Francisco

The holdover strength of the CinemaScope 55 production is also indicated by its run at the Fox Theatre in San Francisco, where it scored \$26,000 in its third week against \$16,000 for "Carousel" and \$11,000 for "The Seven Year Itch." "The King and I" also doubled the mark of "The Seven Year Itch" in the third week at the Fox Theatre, Portland, Ore.

The Oriental, Chicago, reported \$44,000 for the film in its third week. The Warner Theatre, Atlantic City, said the third week's gross of the picture, \$18,000, topped the previous week's take.

Columbia's 'Duchin' Running Big in 5th Week at Radio City

Columbia Pictures' "The Eddy Duchin Story" registered a gross in excess of \$87,200 at the Radio City Music Hall for the first four days of its fifth week at the Broadway showcase, the film company reported yesterday.

With business in the fifth week running more than \$3,000 ahead of the fourth week at this point, Columbia said it seems certain that the \$750,000 mark will be passed before the week is completed tomorrow. The total Radio City Music Hall gross for four weeks and four days is over \$717,000.

Weekend Business High In Boston Theatres

BOSTON, July 23 — The biggest weekend business was recorded in downtown Boston theatres in many years despite holdovers in many spots, according to exhibitors.

The Metropolitan with "King and

'Away All Boats'

(Continued from page 1)

company has released since "To Hell And Back" late last summer.

In several theatres "Away All Boats" bettered "To Hell And Back" and "Magnificent Obsession" marks in subsequent days after openings which insured extended playing time and holdovers.

The initial week's business at the Golden Gate in San Francisco was \$26,500; the RKO Memorial in Boston reported \$25,000; the Joy in New Orleans, \$13,000; the Goldman in Philadelphia, \$23,000; the Broadway in Portland \$11,000; and the 11 downtown Los Angeles and neighboring Drive-In situations, \$175,000.

"I" grossed \$13,500 in three days topping all previous Sundays with the film running ahead of the first week. The Astor with "Moby Dick" in its fourth weekend took in \$11,000, while "Trapeze," also in its fourth weekend at Loew's Orpheum, did \$8,200.

The only new film "Away All Boats" took in \$13,500 at the Keith Memorial in its first weekend.

Business Also Bright In Kansas City Theatres

KANSAS CITY, MO., July 23—Climbing steadily in attendance since opening last month at the Missouri Theatre, "This Is Cinerama" recorded last week a gross of \$21,000. The figure for the week, fifth in the picture's engagement, exceeded that for the first seven days.

The gross for the fourth week also would have been higher than that for the first week, Cinerama officials said, but for a mechanical failure which resulted in a calling off of one scheduled night performance and the consequent refunds of tickets.

A further indication of the brighter condition of motion picture business here is forthcoming from the Paramount Theatre where grosses for "Moby Dick" are exceeding those for "The Searchers." The latter picture played three weeks at the Paramount.

PEOPLE

Norman Krasna is in Chicago to launch a series of 17 television and 12 radio appearances in behalf of his CinemaScope production of "The Ambassador's Daughter," United Artists release which will have its world premiere at the Esquire Theatre there on Friday.

Paul Cunningham, president of the American Society of Composers, Authors and Publishers has disclosed the election of Jon Carl Hendricks, composer, to membership in ASCAP.

Glenn H. Dorsey, veteran of more than 30 years in motion picture engineering, has been named chief engineer of Reela Films, Inc., of Miami. The appointment was announced by Reela vice-president, Charles Goldstein.

Milan Tueker, with John Hamrick Theatres for the past five years, has been advanced to assistant manager at the Liberty Theatre in Portland, Ore.

Philip Bloom has been engaged by Janus Films to promote their documentary, "Bullfight," prior to its national release.

WARNER BROS. TRADE SHOWINGS JULY 27

TAB HUNTER and NATALIE WOOD

That 'Battle Cry' guy! That 'Rebel Without a Cause' girl!

"The Burning Hills"

IN CINEMASCOPE · WARNERCOLOR

Screen Play by IRVING WALLACE · Based on the Novel by LOUIS L'AMOUR · Produced by RICHARD WHORF · Directed by STUART HEISLER

ALBANY 20th Century-Fox Screening Room 1052 Bway · 2:00 P.M. ATLANTA 20th Century-Fox Screening Room 197 Walton St. N.W. · 2:00 P.M. BOSTON 20th Century-Fox Screening Room 115 Bway · 2:00 P.M. BUFFALO Motion Picture Operators Hall 498 Pearl St. · 8:00 P.M. CHARLOTTE 20th Century-Fox Screening Room 308 S. Church St. · 2:00 P.M. CHICAGO Warner Screening Room 1307 So. Wabash Ave. · 1:30 P.M. CINCINNATI RKO Palace Th. Screening Room 12 E. 6th St. · 8:00 P.M. CLEVELAND 20th Century-Fox Screening Room 2219 Payne Ave. · 2:00 P.M. DALLAS 20th Century-Fox Screening Room 1803 Wood St. · 2:00 P.M. DENVER Paramount Screening Room 2100 Stout St. · 2:00 P.M. DES MOINES 20th Century-Fox Screening Room 1300 High St. · 12:45 P.M.	DETROIT Film Exchange Screening Room 2310 Cass Ave. · 2:00 P.M. INDIANAPOLIS 20th Century-Fox Screening Room 326 No. Illinois St. · 1:00 P.M. JACKSONVILLE Florida Theatre Bldg. Sc. Rm. 128 E. Forsyth St. · 2:00 P.M. KANSAS CITY 20th Century-Fox Screening Room 1720 Wyandotte St. · 1:30 P.M. LOS ANGELES Fox Westcoast Sc. Rm. 1837 So. Vermont Ave. · 2:00 P.M. MEMPHIS 20th Century-Fox Screening Room 151 Vance Ave. · 3:00 P.M. MILWAUKEE Warner Theatre Screening Room 212 W. Wisconsin Ave. · 2:00 P.M. MINNEAPOLIS 20th Century-Fox Screening Room 1015 Currie Ave. North · 2:00 P.M. NEW HAVEN Stanley Warner Screening Room 70 College St. · 1:30 P.M. NEW ORLEANS 20th Century-Fox Screening Room 200 Liberty St. · 2:00 P.M. NEW YORK Home Office 321 W. 44th St. · 2:15 P.M.	OKLAHOMA 20th Century-Fox Screening Room 10 North Lee St. · 10:00 A.M. OMAHA 20th Century-Fox Screening Room 1502 Davenport St. · 1:30 P.M. PHILADELPHIA Universal Screening Room 251 No. 13th St. · 2:00 P.M. PITTSBURGH 20th Century-Fox Screening Room 1715 Blvd. of the Allies · 1:30 P.M. PORTLAND Star Screening Room 925 N.W. 19th Ave. · 2:00 P.M. SALT LAKE CITY 20th Century-Fox Screening Room 316 East 1st South · 1:00 P.M. SAN FRANCISCO Republic Screening Room 221 Golden Gate Ave. · 1:30 P.M. SEATTLE Egyptian Theatre 2:00 P.M. ST. LOUIS S'enco Screening Room 3143 Olive St. · 1:00 P.M. WASHINGTON Stanley Warner Screening Room 13th & E. Sts. N.W. · 10:30 P.M.
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the "magic" that makes a comedy great!

Here is the kind of laughter
that excites, delights and ignites.
For writer-producer-director Norman Krasna
has sent a sextet of stars
and a wonderfully witty story
Cinemascopeing through the
bistros and boulevards, the fashion
salons and embassies, the hot spots
and cool dives of the maddest,
gladdest, wickedest, womanest
city in the world—Paris.



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80, NO. 17

NEW YORK, U. S. A., WEDNESDAY, JULY 25, 1956

TEN CENTS

Set-up

RKO Teleradio Will Integrate All Activities

Coordinate Buying, Selling and Production

Film properties acquired by RKO Radio Pictures for exhibition on television will be sold under a new

policy of operation involving the 32 domestic branches of RKO Radio Pictures, it was announced here yesterday by C. Robert (Bob) Manby, RKO Teleradio vice-president.

Manby, who also reported that the film syndication division of RKO Teleradio, formerly known as General Teleradio, has had gross business of \$4,500,000 annually. (Continued on page 6)

PEAA Studies Support German COMPO

proposal under which member companies would donate 100,000 shares for the establishment of a Council of Motion Picture Organizations in Germany was discussed here yesterday by the board of directors of the Motion Picture Export Association of America. The proposal was recommended to the board by continental managers of member companies. Further topics of discussion at yesterday's meeting. (Continued on page 7)

Serve Decision in Suit Over 'Bus Stop' Release

Decision was reserved in U. S. District Court yesterday by Judge Richard H. Levett on a motion by 20th Century-Fox to vacate the temporary injunction order issued by a Justice of the Supreme Court acting for William Inge, author of "Bus Stop," which seeks to restrain the film company. (Continued on page 7)

Senate Finance Unit OK's Tax Exemption to 90 Cents

'55 B.O. Take \$1,286 Million

From THE DAILY Bureau

WASHINGTON, July 24 — Americans spent about \$1,286,000,000 on admissions to motion picture theatres last year, the Commerce Department reported.

This was the second successive year that consumer spending on admissions increased, after a long and steady downturn since the peak in 1946. From a high mark of \$1,692,000,000 in 1946, motion picture theatre admission spending fell steadily to a post-war low of \$1,227,000,000 in 1953. In 1954, the figure rose to \$1,275,000,000 and then last year inched up another \$11,000,000.

Despite the upturn in box-office gross, however, total recreation spending increased far more and thus the percentage of total recreation spending going to motion picture theatre admissions dropped last year. It amounted to slightly less than 10 per cent. (Continued on page 7)

Passes Slightly-Toned-Down King Bill; Unanimous Vote Elates Compo Officials; Problem Now to Get Full Senate Action

By J. A. OTTEN

WASHINGTON, July 24—The Senate Finance Committee, acting today with unprecedented speed, unanimously voted to boost to 90 cents the present 50 cents exemption from the Federal admissions tax. The committee action represented another major victory for the motion picture industry in its last-ditch fight to get admissions tax relief before Congress quits.

TOA to Sponsor 'Fair' For Foreign Films Here

A six-day "Film Fair" will be held at the Museum of Modern Art just prior to the convention to be held here in September by the Theatre Owners of America, it was disclosed yesterday.

Films will be screened Sept. 12, 14 and 17-20 inclusive from outstanding French, English, Italian, Japanese and other foreign products. The "Film Fair" has been scheduled "to assure foreign film producers that there is interest among domestic exhibitors in their product, providing they have box-office value," it was stated.

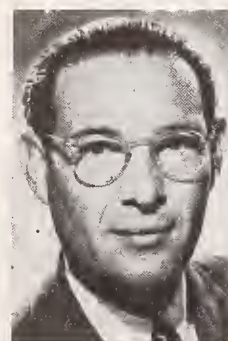
Officials of the Council of Motion Picture Organizations were elated at the result, and for the first time seemed to be showing real hope of Congressional approval of admissions tax relief before adjournment.

The committee toned down slightly the House-passed King bill, which would have raised the exemption to \$1. It did this in an effort to smooth the way for Senate passage and to remove possibly some of the Treasury Department's opposition.

Committee officials said the Federal Finance Committee. (Continued on page 2)

7 Year Pact For Schneider

Columbia Pictures has negotiated a new seven year contract with A. Schneider, first vice-president and



A. Schneider

treasurer of the production-distribution organization, retroactive until Sept. 15, 1955 and providing for a stock option of 35,000 shares, it was learned yesterday.

The new pact runs until Sept. 14, 1962 with Schneider receiving a weekly compensation of \$2,750 up to Sept. 14, 1957 and (Continued on page 7)

REVIEW:

THE BAD SEED

WARNER BROS.

THIS PICTURE is based on the successful and highly controversial New York stage play of the same name. As a stage play it was adapted by Maxwell Anderson from a novel by William March and produced on Broadway by The Playwrights Company.

In its motion picture production by Mervyn LeRoy, adapted for the screen by John Lee Mahin, it partakes largely of the character and feeling of the New York stage play. All of this is underscored by the presence in the cast of a number of the principal players who performed on the New York stage. As "The Bad Seed" makes its appearance in the motion pictures theatres it is bound to create interest and controversy. How the pros and cons are to balance remains to be seen in the record the picture writes as public reaction is recorded.

As the title suggests it is a story in which the idea of heredity plays a considerable part. The central role is performed with consummate skill. (Continued on page 8)

PERSONAL MENTION

BERNARD G. KRANZE, vice president of Stanley Warner Cinerama, left New York yesterday for Toronto, en route to Los Angeles.

IRVING WORMSER, general manager of Distributors Corp. of America, has left New York for Toronto.

CARL B. BAUSCH, senior vice-president of Bausch & Lomb, has been elected chairman of the board. He succeeds the late **JOSEPH F. TAYLOR**. **DR. HOWARD S. COLEMAN**, head of the B. & L. scientific bureau, has been elected vice-president in charge of research and engineering.

FELIX J. BILGREY, director and counsel of Times Film Corp., is the father of a son born to **MRS. BILGREY** at Columbus Hospital here.

J. J. FELDER, of Supreme Films, will leave here on Saturday for the Coast.

KAY HARRISON, managing director of Technicolor, Ltd., will arrive in New York from London today via B.O.A.C.

DR. JAMES K. FRIEDRICH, Cathedral Films producer, has received the honorary degree of Doctor of Divinity from Virginia Theological Seminary.

MATT FREED, of San Francisco, has been named managing director of the Melba Theatre, Dallas, a Cinerama operation.

LENNI DONEGAN, British actor and singer, returned to London yesterday via B.O.A.C.

JEAN MANN, of the Universal Pictures exchange in Atlanta, has returned there from Detroit.

A. C. GORTAGOWSKY, exhibitor of Albany, Ga., has returned there from New York.

Reiner New TPA Mgr.

The appointment of **Manny Reiner**, vice-president and general sales manager for IFE Releasing Corp., as European sales manager of Television Programs of America, Inc., was announced yesterday. Reiner entered the film industry in 1933 when he joined Warner Bros. publicity department. Before going to IFE last year, he served as sales manager of Guild Films. Reiner will leave for Europe Aug. 2 for an inspection of TPA offices.

Tax Bill Awaits Senate Action *N.C. Theatre Ask Tax Cut*

(Continued from page 1)

eral Revenue loss under the 90-cents proposal would be between \$55,000,000 and \$60,000,000 a year, compared to an estimated \$70,000,000 under the \$1 exemption.

The immediate future of the bill in the Senate was obscured by a parliamentary wrangle over civil rights legislation. Backers of civil rights legislation, angered at being deprived of a chance to get Senate floor action on the measure, were blocking Senate action on a number of other subjects.

Unanimous Consent Needed

Committee officials said the admissions tax bill could be reported formally to the Senate only by unanimous consent and that it wasn't clear whether this could be obtained. If the parliamentary snarl continues, it may also take unanimous consent to get a Senate vote on the bill.

The effect of the civil rights fight was shown by the fact that the finance committee had to meet twice to report out the admissions tax bill. The first time the Senate was in session. Under Senate rules, the committee had no legal right to meet without Senate consent, and this could not be obtained on the Senate floor. So the Senators met informally, and then met

again when the Senate recessed and formally approved the bill.

One point in the industry's favor was the apparent support of Finance Committee chairman Byrd (D., Va.). Senator Byrd, who could have prevented the committee from meeting on the bill, called the session that approved it, and apparently will do what he can to get Senate action.

An illustration of how the bill would be affected by the civil rights fight came when Finance Committee chairman Byrd tried to report the bill to the Senate late tonight. Senator Douglas (D., Ill.), one of the Northern Democrats who has been trying to get action on civil rights legislation, objected.

'Every State' to Be Aided

Senate Majority Leader Johnson (D., Tex.) pleaded with Douglas to withdraw his objection in order to speed action on the tax bill. "Surely, you would not want to block help for theatre owners who are in trouble," Johnson said, and added, "Every state in the Union is going to be aided by this emergency relief."

Douglas replied that in an effort to get action on the civil rights bill, he would have to continue his opposition to Byrd's filing the report.

F. P. Rosenberg Forms Independent Company

HOLLYWOOD, July 24—Producer Frank P. Rosenberg today announced the formation of an independent company, Frank P. Rosenberg Productions, Inc., with Joseph L. Rosenberg vice-president and attorney Harold Berkowitz secretary-treasurer.

The new company has two properties in hand, "Cosmopolitan" and "New Yorker" magazine stories, and is shopping for a third.

Rosenberg left Warner Brothers employ yesterday after two years as a staff producer.

Marines, Stars, Press 'Night' Premiere Guests

HOLLYWOOD, July 24—A trainload of U. S. Marines, film stars and press people will leave tomorrow morning for Camp Pendleton, Camp Del Mar, and finally to Oceanside, where "Hold Back the Night" will be premiered at the Crest Theatre, tomorrow night.

The party, numbering more than 125, will witness combat demonstrations at Pendleton, and attend a dinner at Del Mar, en route to Oceanside. Maj. Gen. G. F. Good, Jr., and Col. R. L. Murray will act as the co-hosts.

William Dover Scenario And Story Editor at 'U'

HOLLYWOOD, July 24—Edward Muhl, president of Universal Pictures, today announced the appointment of William Dover as scenario and story editor, succeeding Raymond Crossett, who vacated the post at the weekend after a 10-year tenure. Crossett had joined Universal at the time International Pictures, with which he was associated, was merged with Universal Pictures.

Dover has been identified previously with the industry, which he entered in 1923, with Warners, Fox and recently had been given producer status at Universal.

Negotiate for Cinerama To Open in Seattle

SEATTLE, July 24—Negotiations are underway here between National Theatres and Stanley Warner Cinerama for the latter to install Cinerama at the Paramount Theatre.

B. J. Kranze, vice-president of Stanley Warner Cinerama, said that arrangements are being made to sub-let the theatre. To date, officials of Evergreen, a subsidiary of National Theatres, have announced no definite plans other than to say that the Paramount Theatre will be remodeled starting Aug. 1.

Special to THE DAILY

RALEIGH, N. C., July 24—No Carolina exhibitors have told the State Tax Study Commission that if the theatres are to survive the state privilege licenses must be "substantially reduced."

Representing the exhibitors, W. Enloe told the commission hold hearings in this city that "television the strongest competitor and pays privilege license. Furthermore, Federal Communications Commission prohibits a state, county or city to levy a privilege license on television." Enloe called for reduction beginning at the lowest license bracket, \$125, and continuing through highest bracket, \$2,500.

Pointing out that 96 theatres closed in North Carolina last year, Enloe told the commission that 45 had closed this year. He said, "many theatres are operating at a loss and the very existence of all is threatened." He added that a town with a theatre becomes a "ghost town."

The commission, created by the 1955 legislature to study the state tax structure, must make its report to Gov. Hodges by Nov. 10.

Expand RKO-WOR Division Studios Here

Plans to expand the RKO-WOR Recording Division, including the construction of a large and modern recording studio have been announced by John B. Poor, vice-president of RKO Teleradio Pictures, Inc. A new studio, now under construction at the organizations' headquarters here, will be completed for early business, according to John B. Haas, manager of the division.

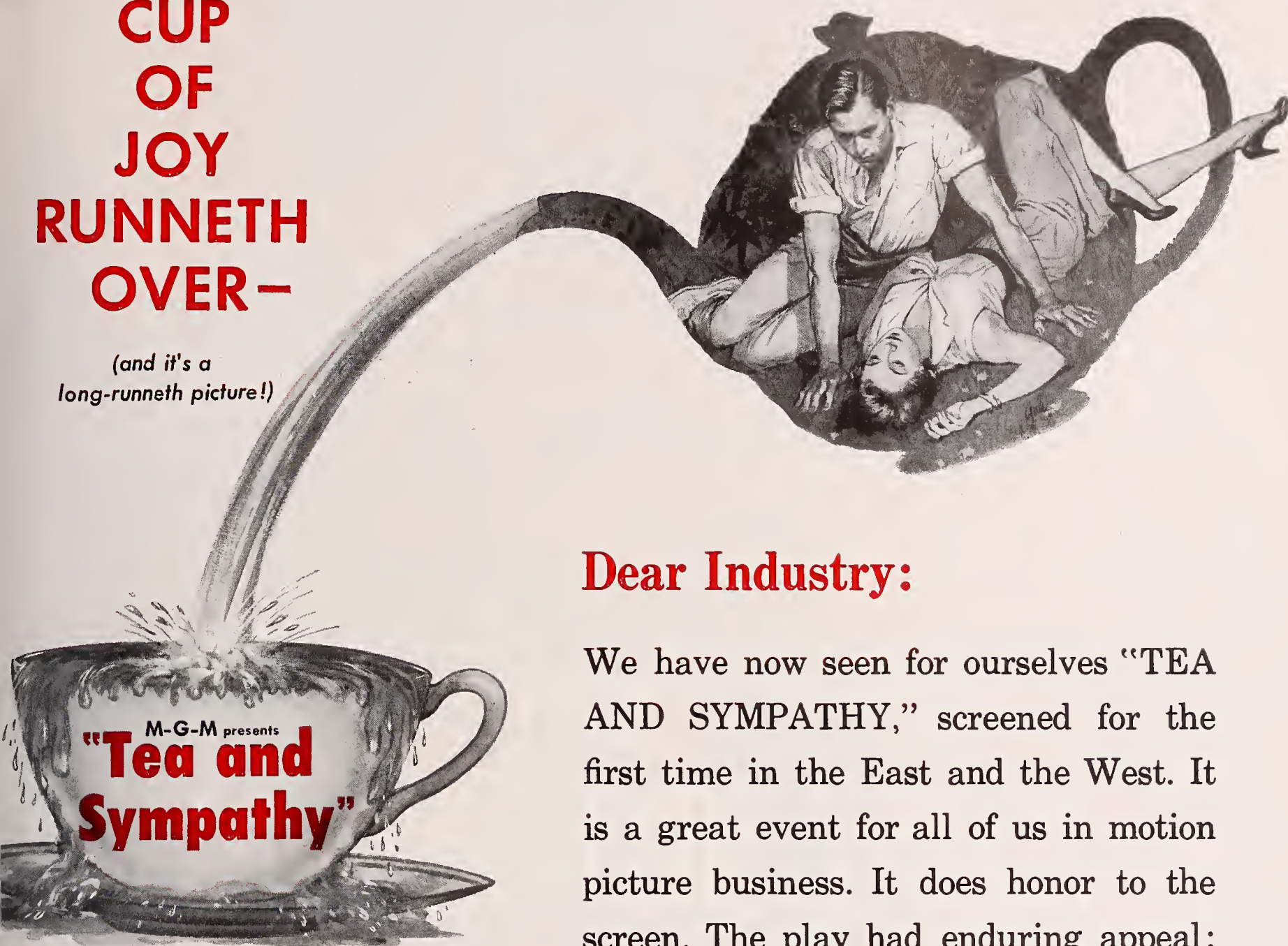
The studio will incorporate the latest modern electronic advances, Haas said, and is specifically designed to meet the increasing requirements of the recording division's advertising agency clientele. It will supplement the organization's existing facilities now in the same building.

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OUR CUP OF JOY RUNNETH OVER—

(and it's a
long-runneeth picture!)



Dear Industry:

We have now seen for ourselves "TEA AND SYMPATHY," screened for the first time in the East and the West. It is a great event for all of us in motion picture business. It does honor to the screen. The play had enduring appeal: 91 weeks on Broadway, packed legitimate theatres in cities from Coast to Coast. The picture, with the same stars who made the stage play famous, does infinite justice to a delicate theme, which Hollywood has never before dramatized. In a season when the screen promises fine attractions from all companies, we are proud to contribute one of the all-time Greats!

—Sincerely,

M-G-M

In CINEMASCOPE and METROCOLOR
Starring

Deborah Kerr
John Kerr

with

Leif Erickson • Edward Andrews

Screen Play by

Robert Anderson

Based on the Play by **Robert Anderson**

Directed by

Vincente Minnelli

Produced by

Pandro S. Berman

★

(Available in Magnetic Stereophonic,
Perspecta Stereophonic or 1-Channel Sound)

Allied Artists
takes pleasure in announcing...

AUG. 20 IN PARIS

*Billy Wilder will start the
love affair that will be felt
around the World!*



GARY AUDREY MAURICE
COOPER · HEPBURN · CHEVALIER

in Billy Wilder



LOVE
in the
Afternoon

Screenplay by BILLY WILDER and I. A. L. DIAMOND

Produced and Directed by

BILLY WILDER

RKO at Full Speed: O'Shea

Today marks the first anniversary of the purchase of RKO Radio Pictures by Thomas F. O'Neil, and the new management will release 15 pictures between mid-August and the end of the year, according to Daniel T. O'Shea, president.

(Aug. 15 is the date when the new management's first production, "The First Traveling Saleslady," will have its debut.) There are, in addition, 13 properties, all initiated under the aegis of the new management, which are now in production or in a pre-production stage and scheduled for release during the first half of next year, O'Shea said.

One of Biggest Deals

It was a year ago today that O'Neil and General Teleradio bought the then RKO Radio Pictures, Inc., from Howard Hughes for \$25,000,000, one of the largest business deals in the history of American industry. The motion picture producing-distributing organization became a division of RKO Teleradio Pictures, Inc., known as RKO Radio Pictures.

"We made no headline-catching claims at the time of the purchase," O'Shea said. "We promised to provide theatre owners with a steady flow of pictures which were aimed at making money; we promised nothing more. Since then we have worked steadily to create top quality films and now our efforts are starting to materialize."

Diversification Emphasized

Stressing the fact that there is "actual diversification" in the upcoming RKO releases "without duplication of the type of entertainment each film provides," O'Shea expressed disagreement with the theory that "all you need is a couple of blockbusters."

"We are aware also of the very great importance of a careful selection of release dates for each picture. In addition to the various factors which influence the receptivity of the public to a particular picture or to ticket-buying in general, we have learned impressively with 'The Conqueror' the extra profits that derive from having every facet of the advertising, publicity and promotion campaigns thoroughly worked out and operating in conjunction with a release date."

Names 11 Coming Features

O'Shea listed the following RKO features as the ones the company will have in theatres before the end of the year:

"The First Traveling Saleslady," "Back From Eternity," "Tension at Table Rock," "Bundle of Joy," "Beyond a Reasonable Doubt," "The Young Stranger," "Public Pigeon No. 1," "The Brave One," "The Silken Affair," "Finger of Guilt," and "Man in the Vault." Four other productions have not as yet been given titles, but they will be released by RKO before the end of the year.

One Man's TV Views

By Pinky Herman

ACADEMY-AWARD winner Ray Milland will direct and star in "Catch At Straws," initial "Ford Theatre" presentation over ABC-TV, Wednesday Oct. 3 (9:30-10:00 p.m. NYT.) Wm. Sackheim will produce for Screen Gems. . . . Composer-Organist Paul Taubman, whose music is heard on "Winky-Dink," "Edge of Night," "Captain Kangaroo" and "Tic Tac Dough," will baton a large orchestra for the new "Twenty-One" NBCCommercial when it TVees off Sept. 12. . . . Hal March flies to his native San Francisco today for a three day visit, his first trip home since attaining fame as CBSpieler extraordinaire on the "Sixty-four Thousand Dollar Question." . . . John Gart, composer-conductor on "The Dunninger Show" (ABC-TV) and the new Dennis James audience-participation quizzer, "High Finance," has just cut two Hi-Fi Organ Concert Albums for Kapp Records. Deejaays should latch on because the music is slightly sensational and made to order for the turn tables.

☆ ☆ ☆

Gertrude Berg, starring in "Solid Gold Cadillac," played to a solid gold SRO week at the Capri Theatre at Atlantic Beach last week so the producers have re-booked the show there for the week of Aug. 14.



Gertrude Berg

Couldn't happen to a nicer nor more talented lady. . . . Under the direction and supervision of ATV Prexy Mickey Schwarz, nine new TV spots were produced last week for Chesterfield Cigaretts. Most extras ever used in a TV spot, sixty people, took part in the filming of one commershill making it three firsts. The series is the first time ATV has worked for Chesterfield and the first for McCann-Erickson who's just taken over this Liggett-Myers plum. . . . "Navy Log," telefilm series CBSponsored during the past year by Shaeffer Pens and Maytag Washers, will move over to ABChannels in the Fall.

☆ ☆ ☆

One of the finest young directors in tv (he was responsible for the unique camera angles and effective lighting on the old "Garroway At Large" programs originating in NBChicago seven years ago) and for the past five years Associate Producer-Director on the Max Liebman shows, Bill Hobin, will direct "Your Hit Parade," when it returns to the air September 8. . . . The Robert Montgomery Summer Theatre presented one of the finest plays of the year Monday for Johnson's Wax, David Levy's "Catch A Falling Star." The story, depicting the desperate struggle of a motion picture star to retain his popularity and finally permit himself to be persuaded to bring his talents to the field of television, was beautifully portrayed by the entire cast with superb performances turned in by Charles Drake, who played "the falling star" role, Elizabeth Montgomery, (his daughter) and Jan Miner (the wife.) . . . nine-year-old Donald Ball, featured on the Horn & Hardart NBChildren's program, left with his father last week for Italy where he'll be featured in an American motion picture currently being filmed there. Another radio and TV thespian, Don Douglas, sails Saturday for Naples to make several special TV commershills.



Bill Hobin

☆ ☆ ☆

The "behind the scenes" segments, seen in "Warner Bros. Presents" TVehicles over ABC, will be eliminated. . . . Dr. Frances Horwich, (Miss Frances) who, in less than 4 years on the air has NBCatapulted "Ding Dong School" to an internationally-known institution, will present the program's 1,000th performance on Friday, August 3. "Miss Frances" has received more than a half million letters from all over the world, Rand McNally has published a total of 29 "Ding Dong Books" and the program has won 48 Awards and Citations. . . . Norman Katz, general manager of Associated Artists Productions foreign department leaves Sunday for a ten-day sales trip to Latin-America his brief case jam-packed with Warner Bros. features and shorts.

Teleradio

(Continued from page 1)

ally since its inception, said that "move represents further integration of the various activities relating television film in which this company is now engaged.

"While this overall activity will ultimately be formalized into an operating department, development of methods of operation for purchasing, production and planning will go forward under the direction of Peter M. Roebeck, together with Al Kaufman and Bill Finkeldey."

The initial phase of the integration was established in meetings with executives in the 32 RKO Radio Pictures branch offices in the U. S., w

RKO Teleradio Pictures has acquired two new film syndication properties. "War in the Air" and "The Big Idea," it was announced yesterday by C. Robert (Bob) Manby, RKO Teleradio vice-president. Manby said that the half hour features are available immediately.

were introduced to the problems and details of tv film sales, service, production and distribution. This integration was also explained at a series of regional meetings conducted jointly by Edward Walton and Walter Bracon, RKO vice-presidents, and Roebeck and Finkeldey.

Manby further said that RKO Teleradio's film acquisition force will have three basic responsibilities: "the unit will purchase film programs and film program series and features for its own owned-and-operated tv stations; it will acquire tv film properties to be sold and distributed by the film syndication division, and it will work with RKO production executives on the production of new properties for tv. It is expected that better coordination of these inter-related functions will result."

The RKO Teleradio executive said that the decision to commence the new operation was made following a series of meetings conducted by board chairman Thomas F. O'Neil with executives and division officers representing the firm's six tv stations, its film syndication division and RKO Radio Pictures.

'Wizard of Oz' First MGM Film Sold to TV

M-G-M has completed negotiations to lease its first feature production to television, it was announced yesterday. "The Wizard of Oz" has been made available to the CBS television network for four showings at a reported price of \$900,000.

Charles C. (Bud) Barry represented M-G-M in the negotiations. It is understood that CBS has a right to cancel the deal after two presentations.

Starring Judy Garland, "The Wizard of Oz" was originally released in 1939.

Nation's B. O. Figure Rises Again

(Continued from page 1)
of total recreation spending, com-
ed to slightly over 10 percent in
3 and 1954. Back in the 1930's
early 1940's, motion picture
tre admissions accounted for 20

percent or more of total recreation
spending.

Consumer spending on radio and
television receivers, records and musi-
cal instruments continued to hit new
records, rising from \$2,204,000,000 in

1954 to \$2,360,000,000 last year.
Spending on radio and tv repairs
also rose, from \$600,000,000 in 1954
to \$664,000,000 last year.

All these figures were contained in
the Commerce Department's "Annual
National Income Number" of the "Sur-
vey of Current Business." The "An-
nual Income Number" summarizes
major economic trends during the
previous year.

The motion picture industry con-
tributed \$1,003,000,000 to the na-
tional income last year, compared with
\$929,000,000 in 1954. The peak was
\$1,133,000,000 in 1946.

Salaries Set Mark

The industry paid its employees last
year a record \$789,000,000 of com-
pensation of all types, including a
record \$754,000,000 of wages and
salaries. This compares with 1954 total
compensation of \$736,000,000, includ-
ing \$705,000,000 for wages and
salaries.

Employment in the industry contin-
ued to drop. The industry had the
equivalent of 205,000 full-time em-
ployes last year, compared with
206,000 the year before. This was the
lowest figure since 1943, when there
were 204,000. The average number
of full-time and part-time employes
also fell from 229,000 in 1954 to 228,-
000 last year, the lowest since the
1943 figure of 226,000.

Despite the drop in employment,
average annual earnings per full time
employee continued to set new records,
rising from \$3,422 in 1954 to \$3,678
last year.

Financial Figures for '53

The survey did not have any 1954
or 1955 figures on the industry's
profits, sales or dividends, department
officials explaining these figures are
obtained several years late from the
Internal Revenue Service. The report
did disclose 1953 figures for the first
time, however.

Film industry corporate income be-
fore federal and state income and ex-
cess profits taxes dropped from \$80,-
000,000 in 1952 to \$65,000,000
in 1953. Tax liability dropped from
\$56,000,000 to \$47,000,000, leaving
income after taxes at \$18,000,000 in
1953 compared with \$24,000,000 in
1952.

Schneider

(Continued from page 1)

after that, \$3,000 per week until
the expiration of the seven-year pact.

Schneider, under the agreement
signed by Columbia Pictures execu-
tive vice-president Jack Cohn, has
been granted stock option rights to
35,000 shares of stock at \$17.76 per
share. He can start to acquire this
block of stock after Dec. 14, 1957
and until Sept. 14, 1965.

At the termination of the seven
year contract, Schneider can sign a
new long term agreement or retire
under a provision which would allow
him \$1,000 per week in "an advisory
capacity" with Columbia. The seven
year agreement also has a beneficiary
clause calling for \$500 per week,
and not to exceed \$260,000 over a
period of years, to be paid to heirs
in event of death.

The contract agreement was signed
by Schneider and Cohn last June 14.

'Bus Stop' Suit

(Continued from page 1)

pamy from releasing the film version
of the play before Dec. 1, 1956.

Fox attorney John F. Kaskey ar-
gued that the restrictions on the re-
lease date are "illegal and not in
force" and could not be set by Inge's
firm, the W-S Bus Stop Corp. Inge's
attorney, Jay H. Topkis, said in re-
buttal that Fox should abide by the
conditions of the contract and not
release the film until all first-class
stage presentations of the play have
closed.

Judge Levet did not indicate when
he would hand down a decision on
the matter. Meanwhile, Fox is pre-
vented from taking additional steps
toward release of the film, which it
has scheduled for August.

MPEAA Studies

(Continued from page 1)

terday afternoon's meeting were the
allocation of import licenses in For-
mosa, film shipments in Denmark, a
British request for films for the Royal
Air Force, and the "Italian situation."
The directors also discussed the budg-
et allocation for the MPEAA office in
Rome, the Rome film board activity,
and ANICA.



"THE BAD SEED" IS THE BIG SHOCKER!



A hidden shame out in the open--
and the most terrifying rock-bottom
a woman ever hit for love!



National Pre-Selling

The campaign for
"Pillars of the Sky"



One of the full page ads which will appear in color in national magazines.

WITH the stars of the picture brought out strongly against a background of action, Universal's national magazine ads are designed to compel attention and convey the atmosphere of the film. To a combined readership of over 50,000,000 during the month of August, the ads will appear in "Look," "Collier's," "Woman's Home Companion," "Modern Screen," "Screen Stories," "Movieland," "Film-land," "Screen Stars" and "Silver Screen." Each of the ads will carry the theme line, "This was the night of the tomahawk and the cross."

Further details on the plans for "Cosmopolitan" magazine to devote a section of its October issue to the motion picture industry: The complete issue will contain approximately 120 pages of editorial matter, of which 44 pages will be devoted to the subject of motion pictures. Each of these pages will be produced in two, three or four-color treatment. The front cover is designed to draw attention to this main feature of the issue, on the news-stands of the nation.

"Friendly Persuasion" is the recipient of a substantial plug in the July and August issues of "Reader's Digest." A condensation of the eight-part "Saturday Evening Post," Gary Cooper story, "Well, It Was This Way," will appear in two issues of the "Digest."

The front cover of "Life's" July 23 issue inadvertently publicizes Walt Disney's distributing company. The full-color cover has a reproduction of a painting of the battle of Buena Vista which took place during the Mexican War. The Disney company, named after the battle, is now releasing "The Great Locomotive Chase," which, by coincidence is a story based on the Civil War battle. "The Great Locomotive Chase" was reviewed in the July 9 issue of "Life."

WALTER HAAS

The Bad Seed

(CONTINUED FROM PAGE 1)

effectiveness by the ten year old Paddy McCormick. In the story she is shockingly cruel and wicked, crowning her bent for evil with the crimes of designed, deliberate and multiple murders. The distraught mother of the child is Nancy Kelly, who was a smash hit on Broadway in the same role. Eileen Heckart is distinguished as the bereaved mother of a murdered boy. Other significant portrayals are contributed by Henry Jones, Evelyn Varden, Joan Croyden and Jesse White.

The child's sinister behavior first provokes questioning and bewilderment and then in lightning strokes approaches the inevitable and shocking reality. The child is a little demon. The plot action is interspersed with considerable talk about psychology, psychiatry, dream analyses, together with, at times, somewhat verbose lingo about heredity and environment. Sensible people will not be pleased with any argument they seem to hear excusing the child's behavior on account of the bad seed from which she has sprung—in this instance a no-good grandmother. But the story treatment here aims to eschew the rather flat commitment of the stage play that the child was a victim of heredity and didn't know a murder from a marble. In fact, there is one clearly pronounced piece of dialogue which aims particularly to keep the story line out of a moral and psychological muddle.

Much careful re-writing of the stage play was lavished upon the screen story by Mahin. LeRoy's production and direction is an excellent example of adroit handling of unusual, difficult and decidedly off-beat material. The resources of this master craftsman were indeed required in this venture and happily the resultant production shows that they were effectively delivered.

There will be those who will question LeRoy's published assertions that this is a picture for the family circle. The weight of opinion is likely to be on the side of those who see it as a shocking, controversial and off-beat attraction that has prospected in a new and different field of screen story material. The target seems to have been adult and not general. And this might be what a lot of the surfeited and jaded public has been asking for. This public will now have the opportunity to line up at the box offices for what nobody is going to say is just another movie.

Running time, 127 minutes. Adult audience classification. Release date, not set.

IATSE Districts Plan Pre-Convention Meets

KANSAS CITY, July 24—All 14 districts of IATSE will hold individual meetings during the three days preceding the Aug. 20 opening of their 43rd annual convention here.

District 11, comprising Ontario, Quebec, Prince Edward Island, Nova Scotia, Newfoundland and New Brunswick, will open the district conventions when they meet Friday, Aug. 17. Saturday meetings are planned by Districts One, Two and Twelve while the remainder will convene Sunday.

'Doctors' to Paris

The French production, "The Doctors," will have its American premiere at the Paris Theatre here on Aug. 6, it was announced by Kingsley-International which is distributing the picture in this country.

20 Book 'Ladykillers'

Twenty theatres in the New York metropolitan area have booked the J. Arthur Rank Organization film "The Ladykillers" starring Alec Guinness and 77-year-old Katie Johnson as of Wednesday, July 25.

R.I. Drive-Ins Picketed In Projection Dispute

PROVIDENCE, R. I., July 24—Three Rhode Island drive-ins are being picketed in a dispute involving the use of one man or two men in theatre projection booths. E. Harold Dick, counsel for the theatres, said of the situation, "The theatre owners feel it is featherbedding to have two operators on duty at the same time."

Herbert F. Slater, business agent for Local 223, Moving Picture Operators, said, "We are insisting on two men, the same as in the city of Providence. We expect the drive-ins to be the same as the rest of the theatres in our jurisdiction." The pickets appeared at the Pike Drive-in, Johnston; Route 44 Drive-in on Route 44, Smithfield, and the Cranston Auto Theatre, Cranston.

Giles Resigns NT Post

Los Angeles, July 24—B. F. Giles, a member of the board of directors of National Theatres, Inc., has resigned that post, it was announced by the circuit. The NT directors, who recently met here, voted to amend the bylaws of the corporation to provide for 11 directors instead of 12.

ATTENTION ALL EXHIBITORS

New Universal-International picture nationally advertised to 10,000,000 movie-conscious women in the August issue

COMPANION

Pillars of the Sky

starring

Jeff Chandler
and

Dorothy Malone

in Cinemascope

print by Technicolor

Remember, the woman of the house usually decides the family entertainment

This pre-sold audience means big box office for you

**BOOK IT
NOW!**

Advertised in the August issue

COMPANION

MOTION PICTURE DAILY

Concise
and
to the
Point

QP

All
the News
That
s News

QP

80, NO. 18

NEW YORK, U. S. A., THURSDAY, JULY 26, 1956

TEN CENTS

h Reservations'

Lawyers Give Ahead to veaway Plan

Feasibility in the B.O. ding Plan of MPAA

distribution company attorneys, making a study of the lottery laws in states and cities throughout the country, have given their approval to "reservations" to a proposal presented by the advertising and direct-response committee of the Motion Picture Association of America concerning the use of audience participation contests as a means of bolstering the box office. It was learned yesterday that the attorneys, working with the legal staff, said that such a proposal "would be feasible under certain conditions." These conditions were not explained, but it was pointed out by one attorney that every one of the 48 states has different legal interpretations concerning contests which involve "give-away" merchandise.

merchandising sub-committee (Continued on page 5)

Haines Opens Warner Meet

Warner Haines, newly appointed Warner Bros. general sales manager, will fill that capacity for the first time today at a sales conference of home office distribution executives and district managers. Meetings will be held today and tomorrow with major attention going to Warner releases for the fall and winter.

Warner Haines will be formally presented to the assembled sales force by Benjamin Kalmenson, ex-

(Continued on page 5)

Hope to Release SSBC Industry Report This Week

From THE DAILY Bureau
WASHINGTON, July 25 — The Senate Small Business Committee still hopes to get out its report on its film industry hearings before the Senate quits late this week. Members said release of the report was being held up for some last-minute suggestions from Sen. Schoeppel (R., Kans.)

TV Saturation Set by Latex

By LESTER DINOFF
(Picture on Page 6)

International Latex Corp., under a special agreement with Matty Fox's C & C Television Corp., is launching the heaviest program of spot commercial coverage on television in American broadcasting history commencing on Aug. 1, it was announced yesterday by A. N. Spanel, chairman of the board of directors of the wholly owned subsidiary of Stanley Warner Corp. Spanel, in making the announcement of his company's undertaking at 21 Restaurant here, said that the project calls for an average of 70 eighty-second spot commercials a

(Continued on page 6)

Presentation Delayed

Vote by Senate Today Expected on Tax Bill

Passage Believed Certain If Measure Reaches Floor; Eisenhower OK Likely

By J. A. OTTEN

WASHINGTON, July 25—Senate Democratic leaders hope to pass tomorrow a bill boosting the Federal admissions tax exemption from 50 cents to 90 cents. They had originally scheduled a Senate vote on the bill tonight, but then postponed it when the Senate bogged down in lengthy arguments over an appropriations bill and other matters.

'Mediocre' TV Films Aid Theatres: Spiegel

A decline in popularity of the feature films shown on television, mostly because of their "mediocre" quality, was cited as most encouraging evidence for continued optimism about the future of motion pictures in the theatre by producer Sam Spiegel yesterday at a trade press conference here.

Spiegel, who is the head of Horizon Pictures, Inc., decried what he called the over-emphasis being given today to publicizing "facts and figures on film budgets." The public "wants solid entertainment," he said. "It can view

(Continued on page 5)

All indications are that Senate action today will be imperative, since Congressional leaders are hoping to adjourn Congress for the year late tomorrow or Friday, giving the industry little time to get the bill sent to the White House.

If the Senate passes the bill—and passage is considered certain once the measure is actually brought up for a vote—the House is expected to accept the Senate version, rather than insist on a time-consuming House-Senate conference to work out a final bill. The House earlier had voted to

(Continued on page 4)

\$1,408,404 Residuals On TV Distributed: SAG

From THE DAILY Bureau
HOLLYWOOD, July 25 — The Screen Actors Guild has notified its 13,000 members that the Guild has distributed \$1,408,404 in residuals on television entertainment films since the first residual payments were made in 1954, and that this sum equals more

(Continued on page 4)

George Bagnall Named M. P. Relief Fund Head

From THE DAILY Bureau
HOLLYWOOD, July 25—The Motion Picture Relief Fund has elected George Bagnall to the presidency, succeeding the late Jean Hersholt, who had headed the organization for the past 18 years.

Other officers elected are Mitchell

(Continued on page 4)

REVIEW:

THE AMBASSADOR'S DAUGHTER KRASNA-UA—CINEMASCOPE

NORMAN KRASNA's production of "The Ambassador's Daughter," filmed in CinemaScope and Technicolor amid the nightlife, fashion salons and streets of Paris, is a wonderful, witty comedy, decorated with a large quota of gay lines and laugh sequences. It should find a warm reception from adult audiences.

Krasna wrote the screenplay and directed as well as produced. While the story is slow in starting the plot is funny enough to get good word-of-mouth promotion. The production has been embellished with a cast which has excellent box office drawing power. Olivia de Havilland, John Forsythe, Myrna Loy and Adolphe Menjou, are the top performers and they are excellently supported by such character actors of reknown as Tommy Noonan, Francis Lederer, Minor Watson, and the late Edward Arnold.

Krasna's story tells of the adventures of the daughter of the American

(Continued on page 5)



PERSONAL MENTION

HAL MAKELIM, producer, is in New York from the Coast to make distribution arrangements for "The Peacemaker."

WILBUR S. EDWARDS, general sales manager of CBS Television Film Sales, has been named director of distribution for Encyclopaedia Britannica Films.

JESSE CHINICH, Western division manager of Buena Vista, has returned to New York from key cities of the West Coast.

LOUIS ASTOR, Columbia Pictures circuit sales account executive, left New York yesterday for a six-week swing through the Western states.

RUTH ROMAN and her son, **RICHARD HALL**, will return to New York from Europe today aboard the "Andrea Doria."

RALPH MARTIN, of "Seventeen," will leave New York tomorrow for a vacation in New England.

CLARENCE BULL, head of M-G-M's studio still photography, is in Chicago from Hollywood.

LOU COHEN, of Loew's Poli Theatre, Hartford, has left there with **MRS. COHEN** for Jacksonville.

LOU BROWN, advertising-publicity director of Loew's Poli-New England Theatres, has left Hartford with his family for Virginia.

SPG-Loew's To Resume Wage Negotiations Today

Salary increase negotiations will be resumed today between the Screen Publicists Guild and Loew's Inc., represented by Howard Dietz, Loew's vice-president and director of advertising, publicity and exploitation.

All other issues in the contract dispute have been settled except for the salary question which was left open last month. At that time the matter was brought before the New York State Mediation Board, but action has been delayed pending the outcome of the new meetings.

The SPG originally agreed to the month recess in bargaining provided salary increases were made retroactive to April 14. A counter offer by Loew's that would have been retroactive to June 4 was refused by the SPG which now is aiming for a date prior to their original April 14 offer.

Loew's Will Split Stock By Year End

Loew's, Inc., will "certainly" split its stock between the production-distribution company and the new theatre company, Loew's Theatres, Inc. "by the end of this year," Charles Moskowitz, vice-president and treasurer, said here yesterday.

Moskowitz added that the target date of Sept. 1, 1956, set for the split by president Arthur M. Loew, couldn't be reached due to negotiations with insurance companies and a number of other problems. Loew's must split its stock by Feb. 1, 1957, under a Dept. of Justice extension.

M-G-M to Make 12 Films Within Next 16 Weeks

HOLLYWOOD, July 25 — Twelve pictures, an average of three a month, have been scheduled by M-G-M for production during the next 16 weeks, Dore Schary, studio head, has announced. "Even though there can be no let-up in the drive for sharp down-the-line economies now being put into effect," Schary said, "there has been no change in overall planning to continue a program of quality pictures with the objective of maintaining employment at the highest possible level."

"This program," he added, "backs up our confidence that with vigilance, the close cooperation of management and labor and squarely facing today's problems, a more realistic relationship can be achieved between costs and profits."

The twelve films scheduled are "The Wings of Eagles," "Something of Value," "The Vintage," "Slander," "Les Girls," "Silk Stockings," "Ten Thousand Bedrooms," "Designing Woman," "The Loved and the Lost," "Moment of Truth," "Protection for a Tough Racket," and "Tip on a Dead Jockey" starring Robert Taylor.

London 'Oklahoma!' Bow Set in CinemaScope

LONDON, July 20 (By Air Mail) — "Oklahoma!" is to have its European premiere at the Odeon, Leicester Square, during the first week of September. It will be presented in CinemaScope and Technicolor with magnetic stereophonic sound, and general release is anticipated for early next year.

This was announced by RKO's chairman and managing director here, Bob Wolff, who said that RKO is spending the biggest sum in the annals of the company on a national campaign to cover every publicity and advertising medium.

Jerry Lewis Signs for First Solo Star Part

Jerry Lewis' first solo starring motion picture, tentatively titled "The Delinquent," will be produced in VistaVision for Paramount release and is scheduled to start filming September 5, the company announced yesterday. A comedy dealing with the subject of juvenile delinquency, the film will be adapted for the screen by Don McGuire, who will also direct the forthcoming production. No casting selections, other than Lewis himself, have yet been made, but they are scheduled to be announced shortly.

Meanwhile it was also reported yesterday that Dean Martin and Lewis' latest picture, "Partners," is romping to top grosses in western, midwestern and southern situations where it has opened. The Vista-Vision-Technicolor comedy in these initial dates is outscoring at the boxoffice such previous Paramount hits as "Shane," "Strategic Air Command" and "You're Never Too Young," the last a Martin and Lewis big-money picture, it was stated.

Buena Vista Renews for 3½ Years with NFS

A contract extending the physical handling of Buena Vista films for another 3½ years in all 33 depots has been signed by National Film Service, Inc., it is announced by James P. Clark, president of National Film Service, and Leo F. Samuels, president and general sales manager of Buena Vista Film Distribution Co., Inc.

The new contract complements another agreement between Buena Vista and National Film which was negotiated in 1954. Among other major distributors handled by NFS in local depots under contracts negotiated in the central office are Paramount, RKO, Warner Bros., Columbia, Universal, Republic and Allied Artists, as well as the leading independents.

Navy Ship Will Help Launch 'Away All Boats'

WASHINGTON, July 25 — The Navy has contributed a ship — the U.S.S. Washtenaw — to help publicize the Washington premiere of "Away All Boats."

The Washtenaw will be sent from Norfolk to Washington Thursday and dock at the Navy Yard here, and members of the Washington press, radio and television corps will be invited aboard for an afternoon cruise on the Potomac. Top Navy Department officials will be on hand. Guests will then proceed to the Motion Picture Association's Academia theatre for a private screening of the film.

... NEWS ROUNDUP

Hudson to Welcome 'Land'

Preparations are under way at Hudson, N. Y., for the world premiere Universal-International's CinemaScope production, "Walk the Proud Land" on Aug. 1 at Walter Reade's newly reacquired Community Theatre. Premiere festivities will include the unveiling of a granite-bronze memorial next Wednesday at neighboring Clarksburg, the birthplace of John P. Clum, famed Indian agent and American hero who will be honored as of the Hudson River Valley premiere activities. Audie Murphy plays role of Clum in the U-I film.

Thrillarama Premiere Aug.

The world premiere of Thrillarama has been re-scheduled and is slated to be held at the Metropolitan Theatre, Houston, on Aug. 9.

George Pal Acquires 'Eden'

George Pal has purchased the rights to "Lost Eden," by Paul McGinnis, story of 18th Century explorer Captain James Cook, who discovered the Hawaiian and other island groups, filming under the banner of his recently-formed independent company, Galaxy Pictures.

Gold Medal Signs Reed

Jared "Jerry" Reed, actor, folk singer and guitarist has been signed by Gold Medal Productions. Currently featured in "Inherit the Wind," Reed has toured the country to fulfill concert and supper club dates.

Widmark to Tour for 'Sun'

Richard Widmark, who stars opposite Jane Greer in the Russ-Field perspective production of "Run for Sun," will make a six-city tour in half of the United Artists release. It has been announced by Roger Lewis, UA's national director of advertising, publicity and exploitation. Beginning July 30, Widmark will appear in Boston, Cleveland, Chicago, Milwaukee, Detroit and St. Louis.



WHEN IN A RUSH FOR A SPECIAL TRAILER

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PEOPLE

Martin Starr, Hollywood commentator for the Mutual Broadcasting System, will act as master-of-ceremonies and co-chairman of the "Westchester" contest. The contest of the country-wide campaign, will be staged at Brandt's Yonkers theatre, late in August.

Graham Fischer has been named general and merchandising manager, technical products service department, RCA Service Company. He is a sales manager, mobile equipment, consumer products service department, prior to assuming his new position.

F. Samuels, president and general sales manager of Buena Vista, and James O'Gara, the company's general division manager, have left Toronto for a series of conferences with Alfred W. Perry, president of Empire-Universal Films, Ltd.

Norman Katz, general manager of Associated Artists Productions' foreign department, will leave Sunday on a 10-day sales trip to Latin America in connection with the company's division distribution of Warner features and cartoons.

Leonard G. Wayne, formerly with publicity department at Paramount, on Monday will join the staff of the Arthur Jacobs Co., publicists.

TV Subsidiary to Enter Television Ads Field

HOLLYWOOD, July 25—Twentieth Century-Fox Television Productions, subsidiary of the Fox studio, has announced an affiliation with All-Scope for the purpose of making commercials.

All-Scope and its president, Gordon Mitchell, have been producing television commercials and theatrical advertisements since 1949. The company is in the process of establishing a filming plant both animation and live, at Fox's new Avenue plant.

C Film Unit Now CNP

California National Productions, Inc. has been selected as the new unit for Kagan Corp., the subsidiary of the National Broadcasting Co., which is engaged in television film production, distribution, merchandising and related enterprises, it was announced by Alan W. Livingston, president. The company, established in 1953, now distributes 18 tv film series and operates two film exchanges in New York and Hollywood, and administers the largest library of stock footage in the tv industry.

Includes Newsreels and TV

Pact for Olympic Games Coverage On 'Limited' Basis Seen This Week

By JACK EDEN

An agreement providing for "limited coverage" to tv and theatrical newsreel firms of the Olympic Games to be held in Melbourne, Australia, in November, without payment of film rights will be finalized late this week.

An Olympic spokesman yesterday affirmed acceptance of the long-discussed American plan for calling for a "pool system" to be financed on a 50-50 basis by tv and theatre newsreels. The plan, originally opposed by William K. Hughes, Olympic committee spokesman, now has been accepted in toto.

According to the plan, both Movietone and Cinesound in Australia will provide coverage that will be limited to nine minutes on regularly scheduled tv programs for one day and three minutes for theatre newsreels. The contract further defines "regularly scheduled" as being a news program

that will show "no more than three minutes of Olympic film" on the broadcast. The proviso calling for nine minutes per day affords tv outlets the opportunity of showing Olympic films on three different news programs.

An estimated 15 or 20 minutes of film will be flown to the Coast two or three times each day of the Olympics thereby providing the agencies enough film to make rough cuts. However, the final nine minutes for tv and three for theatre newsreels will be shown to all subscribing to the pool.

In line with the move to permit coverage of the games, Hughes also announced the appointment of Paul Talbot, president of Fremantle Overseas Radio and TV, Inc., as the committee's exclusive agent to arrange tv, theatrical and newsreel coverage of the games scheduled for Nov. 22-Dec. 8.

Osborne in New Post At Cantor, Fitzgerald

HOLLYWOOD, July 25—V. K. Osborne, personal manager to James Mason and vice-president of the latter's Portland Productions, Inc., has joined Cantor, Fitzgerald & Co., Inc., as head of the organization's commodity department.

CF&C is the Beverly Hills investment firm which holds an option to buy Republic Pictures.

'Best Directed' in '56 Nominated by SDG

HOLLYWOOD, July 25 — The Screen Directors Guild has nominated the following as the best directed pictures released for the first six months: "The Eddy Duchin Story," "The King and I," "The Man in the Gray Flannel Suit," "The Man Who Knew Too Much," "The Searchers," "Trapeze."

Previously nominated were "Alexander the Great," "Carousel," "Meet Me in Las Vegas" and "Trouble With Harry."

Pearson for 'Storm' Trailer

HOLLYWOOD, July 25—Phoenix Productions, whose first film is "Storm Center," has announced that Drew Pearson will appear in a film trailer plugging the picture, showing scenes from it, and reading excerpts from President Eisenhower's 1953 speech on a related subject.

'Duchin' in Sixth Week

Columbia Pictures' "The Eddy Duchin Story" will begin its sixth week at the Radio City Music Hall today.

ACLU In New Move In Chi. Censor Fight

CHICAGO, July 25—The American Civil Liberties Union's Illinois division has started another round of its long campaign to have Chicago's pre-censorship of motion pictures declared unconstitutional. To clear the way for further tests of the city's right to ban films it will not license, ACLU has appealed from a Cook (Chicago) County Circuit Court ruling that the motion picture, "The Miracle" is "obscene."

The Appellate Court of Illinois, which will hear arguments on the case, lacks authority to consider constitutional issues. In a brief prepared for the appeals court, ACLU argued that the film is not "obscene" as defined by the Illinois Supreme Court and that the defendants did not support their reasons for rejecting the film, and so failed to meet the burden of proof required by the higher court.

'12 Men' Completed

"12 Angry Men," an Orion-Nova film for United Artists release, has completed production one day ahead of schedule at Fox Movietone Studios in Manhattan. The film, the first independent production by the two companies, Henry Fonda's Orion Productions and Reginald Rose's Nova Productions, was directed by Sidney Lumet, and stars Fonda.

Sher Buys 7th Theatre

COLUMBUS, OHIO, July 25 — Louis K. Sher, operator of the Baxley Theatre and other art theatres throughout the Midwest, has announced acquisition of the seventh unit in his growing circuit. It is the 750-seat Rock Hill in Kansas City, Mo., which is currently being remodeled.

British Gird For New Fight Against Tax

From THE DAILY Bureau

LONDON, July 23 (By Air Mail)—The C. E. A. (Cinematograph Exhibitors Association) has launched its 1957 entertainments tax campaign. A circular, sent to all members of the Association, points out that "the 1957 budget will probably be the most important" for a number of years, "possibly even in fact ever since the tax was first introduced in 1916."

Exhibitors are asked to give their maximum co-operation in the new campaign and to volunteer to provide information about their businesses.

Sees Parliament Sympathetic

An outstanding feature of the 1956 campaign, says the circular, has been the greatly increased interest and sympathy expressed by members of Parliament in the exhibitors' case and particularly that of the small exhibitor. There is no doubt that as a result of cases urged this year by all sections, it has been made sufficiently apparent to the Chancellor that the whole tax urgently requires substantial reduction and complete overhaul," concludes the circular.

The Northern branch of the C.E.A. meeting at Newcastle-on-Tyne recently, unanimously passed a resolution, to be forwarded to the Association's General Council calling for a cinema campaign against the Government's entertainment tax policy.

Election a Factor

T. Massicks national supervisor of the Essoldo Circuit who moved the resolution, declared: "A national campaign by exhibitors could not be neglected by the Government. They are in too precarious a position regarding the result of the next election."

Seconding the resolution, Lord Westwood said the industry was the most heavily taxed in Britain. "We have to pay five taxes and if we are lucky enough to make a profit, we have to pay another."

Fashion Co-ops Feature 'Ambassador' Drive

CHICAGO, July 25—The world premiere of Norman Krasna's "The Ambassador's Daughter" at the Esquire Theatre here Friday will climax a wide-ranging United Artists campaign. It includes local support at 435 retail outlets, two weeks of television publicity and spot coverage on local and national outlets and personal appearances by Krasna, who produced and directed the CinemaScope comedy.

The core of the saturation co-op backing is linked to the \$10,000 wardrobe of original Christian Dior gowns seen in the film. A total of 126 department stores and women's dress shops have publicized the premiere.

REVIEW:

Hold Back the Night

Allied Artists

HOLLYWOOD, July 25

JOHN PAYNE and Mona Freeman, the top marquee names on its list of capable players, provide the romantic interest in this Hayes Goetz production, but they don't get maudlin about it in the extreme degree common to call-to-war type pictures. And audience interest stays with the men at the front when, in flashback, the film conveys its interesting love story.

The war to which Payne is called for renewed service after having wound up with World War II is the Korean conflict, and the picture shows, in convincing detail and dramatically, the experiences encountered in the course of his withdrawal of his company of Marines from an advanced point near the Yalu River to the beach. As directed by the able Allan Dwan, who's never more at home than when handling a large contingent of performers against a wide background, the picture gives promise of taking good care of itself in today's market.

The screenplay by John C. Higgins and Walter Doninger, who discount their work at two points by throwing into their script some shoddy dialogue phrases, opens on a sour note with a scene in which a drunken Marine is brought before Marine Captain Payne charged with molesting a Korean woman in her home. Shortly thereafter the order to retreat to the beach is received, and the steady day-to-day conflict with the North Koreans, later the Chinese, sets in, continuing to the end of the picture. Through all of this action, and through World War II previously, Captain Payne has carried a bottle of Scotch given him by Miss Freeman, and it's still intact when the picture's over. Save for the unnecessary opening incident and the needless breaching of taste in dialogue later on, the script is first-rate.

Outstanding in support of Payne are Chuck Connors, as his sergeant, Peter Graves, as the second in command, and Audrey Dalton, in a single sequence. Others in the cast are Bob Nichols, John Wilder, Bob Easton, an excellent young actor permitted only flashes of footage this time out, Stanley Cha, Nicky Blair, John Craven and Nelson Leigh. Running time, 80 minutes. General audience classification. Release date, July 29.

WILLIAM R. WEAVER

Bagnall Named

(Continued from page 1)

Lewis, A. B. Hilton, Otto Kruger and Sol Lesser, vice-presidents; E. L. De Pattie, treasurer; Wilma Bashor, executive director.

The general report on MPRF 1955 activities showed a monthly average of 530 cases receiving help; 322 were bed patients and 3,224 received medical treatment, including examinations, tests and blood transfusions.

TV Residuals

(Continued from page 1)

than 95 per cent of the amount actually due.

The report stated the guild is setting up additional means for increasing collections by improving its tv-policing system and also said the first legal action to expedite such payments will be taken within a week, naming a producing company to be acted against.

The report said that June, 1956,

Tax Bill

(Continued from page 1)

increase the tax exemption to

To speed Senate action on the Senate majority leader Johnson, Tex.) did succeed today in getting Senate agreement to hold debate on the measure to one hour at the end of the day and to bar any further amendments on the Senate floor.

Meanwhile, industry leaders are increasingly hopeful that if the measure does pass, it will not be vetoed. It was indicated that the endorsement of the bill by Senate Finance Committee chairman Byrd (D., Va.) would be extremely important in dissuading Treasury Secretary Humphrey from pressing the President to veto the measure, since Humphrey ended the day to keep on good terms with the powerful Byrd.

Civil Rights Bill Dies

The Parliamentary snarl over the Civil Rights Bill, which yesterday threatened to delay action on the admissions tax and other measures, appeared this morning as North Democrats gave up their fight to a civil rights vote, and Byrd was to report the admissions tax reduction bill formally to the Senate.

The Finance Committee, reporting the bill to the Senate earlier, had argued that the \$1 exemption provided by the House bill was "slightly more" than required to provide tax admissions for most small and community-type theatres. It also pointed out that the 90-cent exemption reduced the annual revenue loss to the treasury by \$10,000,000—making it \$60,000,000 rather than \$70,000,000 as in the House bill.

Would Be Effective Sept. 1

Under the bill, the increased exemption would go into effect the day of the first month beginning more than 10 days after enactment. The effect, means a Sept. 1 effective date if the President approves the bill.

yielded \$169,327 in residuals for actors, and the last eight months yielded \$666,770, nearly double the amount collected in the two years preceding. The rate of increase is still report pointed out.



**RECOMMENDED
FOR
ADULTS
ONLY
BECAUSE**

"THE BAD SEED" IS

Haines

(Continued from page 1)

at vice-president and formerly sales manager, who will also be the meetings.

films to be discussed during today's conferences include the following: "The Bad Seed," "Giant," "The Spirit of St. Louis," "Baby Face," "The Wrong Man," "Toward the Unknown," "The Burning Hills," "Men from Now," and "A Cry in the Night."

Regional Heads to Attend

District managers attending the conferences are Ben Abner, metropolitan with headquarters in New York; J. Iannuzzi, eastern, with headquarters in Boston; Robert Smeltzer, headquarters in Washington; William G. Mansell, central, headquarters in Washington; H. Dunbar, midwest, with headquarters in Chicago; A. W. Anderson, north prairie, with headquarters in Minneapolis; Hall Walsh, south prairie, with headquarters in St. Louis; Grover Livingston, south with headquarters in Atlanta; Williamson, southwest, with headquarters in Dallas, and Haskell, Canadian district manager, with headquarters in Toronto.

Top Officials Expected

Executives present at the meeting, in addition to Kalmenson include: J. Schneider, vice-president and general manager; Jules Lapidus, eastern and western division sales manager; F. Kirby, midwest division sales manager; W. O. "Ollie" Williamson, southern division sales manager; H. Moray, short subjects division sales manager; Ed Hinchey, general department head; Bernard Goodman, coordinator of field activities; Gil Golden, advertising manager; Larry Golob, eastern publicity director; Charles S. Stein, assistant publicity director; W. J. Lumberg, in charge of field exhibition; Robert A. McGuire, in charge of exchanges; Larry Leshansky, in charge of exchanges; Howard L. Leshansky, legal department; Frank L. Leshansky, director of research; Charles L. Leshansky, assistant to Norman Moray; M. Miranda, assistant to Ed Leshansky, and Sid Rechetnik, trade contact.

The Ambassador's Daughter

(CONTINUED FROM PAGE 1)

ambassador in Paris. She sets out to thwart a "visiting firemen's" theory that American enlisted men are misconducting themselves in the city. Miss de Havilland, who portrays the ambassador's daughter, soon runs into soldiers Forsythe and Noonan, who are in Paris on a three-day pass. She passes herself off as a Dior model and Forsythe falls for her like a ton of bricks. The "visiting firemen," portrayed by Menjou and Miss Loy, are meanwhile being shown around by Arnold, the ambassador, and Watson, who portrays an Army general with faith in his troops.

The situations which follow—as the story gets rolling—provide mirth and merriment on the whole although at times, they seem a bit on the ridiculous side. The picture is enhanced by excellent CinemaScope photography of Parisian sights—the Eiffel Tower, the Paris Ballet and Opera, plus a line-up of Christian Dior's latest fashions and models.

Miss de Havilland's zest for proving that American soldiers are gentlemen at all times is bolstered by Miss Loy, who after meeting Forsythe, becomes convinced that these youngsters "are meant for each other." This opinion is shared by Noonan, who provides excellent comedy in a number of situations—especially when he is plied with champagne so that he will talk about the Army. After a number of adventures, Forsythe becomes aware that he is a guinea pig and tries to break off the affair with Miss de Havilland. However, love proves more durable than pride.

Fashioned with much care by Krasna, this film should attain a good measure of success at the boxoffice. All the ingredients making for successful comedy pictures are here—romance, witty lines and funny situations.

Running time, 102 minutes. Adult classification. For September release. LESTER DINOFF

'Mediocre' TV

(Continued from page 1)

run-of-the-mill films on tv for nothing, but is rapidly becoming tired of that."

Spiegel discussed at length the increasing number of independent production outfits operating currently and changes in methods of production.

"Nowadays, you can't make pictures on a mass schedule," he declared. "It means a producer has to shower on each film the same attention he used to give an entire production schedule in years gone by."

Spiegel leaves today for Orlando, Fla., to resume shooting of "End As a Man" at the new Columbia studio there. In mid-August he plans to journey to Ceylon where preparations are underway for "Bridge Over the River Kwai" which will go before the cameras in September or October.

Lawyers' Go-Ahead

(Continued from page 1)

of the MPAA advertising-publicity directors committee had requested the legal study of such a contest which would be conducted on local, state, regional and national levels. It is understood that the attorneys' report will be given to the advertising-publicity directors committee shortly so that group can further its contest plans.

New Film to Ellis

The French-Italian, "Villa Borghese," has been acquired for distribution in this country by Ellis Films, according to an announcement by Jack Ellis, president. The film stars Vittorio De Sica, Anna Maria, Ferrero, Gerard Philipe, and Micheline Presle.

A hidden shame out in the open -- and the most terrifying rock-bottom a woman ever hit for love!



**NEXT
MONTH
FROM
WARNERS!**

THE BIG SHOCKER!!!



REVIEW:

Huk

United Artists

The "Huks" of the title are one-time guerrilla fighters who turned against their native Philippine land to become desperados. It is they who provide the action in this United Artists release in Eastman Color which has Mona Freeman, George Montgomery and John Baer as its stars.

Montgomery is cast as a well-to-do playboy and part-time engineer who returns to the Philippines in 1952 to claim a sugar and rice plantation left to him by his father who had been killed by the Huks. At the plantation he meets Baer and his wife, Mona Freeman, who supervise operations of the plant. Montgomery first plans to sell the plantation and return to the states, but changes his mind when the Huks invade his property. Later he leads an attack against the desperados in which Baer is killed. Even though his plantation is subsequently ruined, Montgomery decides to stay and plans a new life with Miss Freeman.

John Barnwell's direction keeps the action moving fluidly. Collier Young produced.

Running time, 84 minutes. General classification. For August release.

J.E.

Latex TV Plans Told...



M. P. DAILY PHOTO

A. N. SPANEL, Latex Corporation board chairman, and confessedly a trail blazer, as he announced at a 21 Club luncheon yesterday his "saturation television program." With him are A. B. Peterson, marketing vice-president; and Ed Madden, television head.

(Continued from page 1)

week, 52 weeks a year, in each of the country's 100 major market areas. In selected markets radio will also be used.

The extensive schedule of spot commercials, promoting International Latex products—Playtex girdles, baby pants, etc., and Isodine pharmaceuti-

cals, will continue for five years, and is expected to triple the company's sales within two years, Spanel said. International Latex grossed \$40,000-000 last year, the board chairman stated, adding that the tv promotional embarkation should boost company sales within two years to the \$120,000,000 mark.

Will Start Aug. 1

The tv saturation program, Spanel said, is expected commencing Aug. 1 to reach a little over half of the 36 million television home receivers with its 10 daily spots or 70 spots per week. "Within 90 to 120 days, we expect to reach between 75 to 80 per cent of all television homes and by the first of the year, between 85 to 95 per cent of the 36,000,000 tv home receivers," Spanel told the press conference, following a recounting of the International Latex history.

The television and radio time constituting the International Latex organization's "massive" schedule was formulated in a transaction involving the 740 feature films in the library of RKO Radio Pictures which C & C Television Corp. purchased from General Teleradio for \$15,200,000, Spanel said.

Tie-in with Fox Seen

Spanel related that when he told Fox about his television plans for Latex in January, 1954, Fox replied that such a plan was possible if a major company's library could be obtained. It was indicated by another Latex official yesterday that Spanel was instrumental in aiding Fox and C & C TV buy the RKO Radio backlog and that Fox's organization is selling the Latex spots in tie-in deals with the sale of the films to television.

The International Latex board chairman, following a screening of the spot commercials, pointed out that the new schedule includes several "firsts" in television advertising. It pioneers the use of a new technique which results in the showing of girdles and

REVIEW:

Three for
Jamie Dawn

Allied Artists

An interesting minor drama murder trial with the emphasis on the jurors rather than the accused is "Three for Jamie Dawn." A petent cast, well-paced direction a fairly unusual theme help come the basically contrived plot. Jamie Dawn, who is hardly seen and never heard, murder boy friend. A wealthy and wild woman, she hires a famous and scrupulous criminal lawyer (Ricard Carlson) who knows the only she can be exonerated is by the jury. He picks the three likely candidates.

The first is a naturalized (Eduard Franz) whose child is missing in Czechoslovakia. The lawyer's henchman works on the sympathy of the juror's wife, convince his "organization" can find the and then reveals that Jamie backs his group and will not continue her charity work until and she is freed.

The second is a happily-married man (Ricardo Montalban) whose nances have reached rock bottom family cannot get out of debt and is offered a fabulous sum to witness story, "Why I Felt Jamie Dawn Not Guilty." (Laraine Day play wife).

The third is a has-been actress (Havoc) defeated by the bottle ego and time. She learns she's backed in a play only it won't be staged unless Jamie Dawn, her factress, is freed.

"Three for Jamie Dawn" was produced by Hayes Goetz, directed by Thomas Carr and written by Klempner.

Running time, 81 minutes. General classification. Release date, July 26.

Fox to Open 'Bigger'
With Morning Premiere

20th Century-Fox will stage a morning world premiere for "Bigger Life" when it opens at the Victoria Theatre here on Aug. 2. It will be attended by James Mason, star and producer of the film, and other celebrities including co-star Barbara and director Nicholas Ray.

Although not an evening premiere, the launching will receive wide national coverage via newsreels, hook-ups and photo services, the company said. The film, which is in CinemaScope, deals with addiction to "miracle drug" cortisone.

bras in actual use on tv, "in poor taste." This new "ectoplasm" technique demonstrates the many advantages of the products, he said. It is the first five-year commitment for spot commercials ever made, he said. Neither Spanel, nor his associates, disclosed what the budget for the tv program is.

THE BIG
ONES...are in **LIFE**ADVERTISED IN
LIFE**THE BIG ONE
IN MOVIE SELLING****LIFE's weekly audience is 26,450,000**

Source: A Study of Four Media

MOTION PICTURE DAILY

80, NO. 19

NEW YORK, U. S. A., FRIDAY, JULY 27, 1956

TEN CENTS

TAX BILL WINS; NOW GOES TO PRESIDENT No Opposition in Either House to Exemption Increase

Credit Plan Cost Survey Ready Soon

The survey of the Indianapolis-Marengo County public in order to secure reaction to the establishment of a theatre credit card plan will also attempt to establish the costs and connections involved in the launching of the distribution backed proposal. The test situation, it was reported yesterday.

The sales managers committee of the Motion Picture Association of America has charged a sub-committee headed by William C. Gehring, vice-president of 20th Century-Fox, to (Continued on page 5)

Re-Issuing 1953 Production of 'Titanic'

Twentieth Century-Fox will make available to theatres its 1953 production of "Titanic," the drama of that great vessel's sinking and whose story appeals to some degree the collision of the Andrea Doria and the Stockholm. Wednesday night, it was announced by Alex Harrison, general manager of the company.

Harrison said the picture is being released "at the request of many exhibitors who contacted my office by phone and wire following the sinking mishap at sea."

MPPA Divides Licenses in Japanese Market

The Motion Picture Export Association of America has divided its international license allocations in Japan for the year April 1, 1956 to March 31, 1957, with Loew's receiving the high number, 16, of the 102 licenses. The allocation was the first made under the new "global formula."

Other licenses include Paramount, (Continued on page 5)

The Ten Days That Won Tax Exemption

Congressional action on the revised King Bill, achieved over a 10-day period shortly before adjournment, compares with their swift action on the Mason Bill in 1953 when that proposed measure was reported out of committee and approved by both houses in a 14-day period.

The timetable on the Mason Bill read: July 10, 1953: House Ways and Means Committee reports out Mason Bill; July 13: House Rules Committee clears measure for voting; July 20: House approves Mason Bill; July 22: Senate Finance Committee clears bill for voting; July 24: Senate approves measure and sends it to White House.

The King Bill timetable reads: July 16, 1956: House Ways and Means Committee reports out King Bill; July 18: House Rules Committee clears bill for House vote; July 21: House passes King Bill by voice vote; July 24: Senate Finance Committee votes to boost to 90 cents the exemption from the Federal admissions tax; July 26: Senate approves 90 cent exemption and sends bill to President Eisenhower.

Frees Admissions, Up to 90 Cents, from Federal Levy; The Measure, If Signed, Would Become Effective About Sept. 1.

By J. A. OTTEN

WASHINGTON, July 26—It's now up to President Eisenhower. Congress today approved and sent to the President—for approval or veto—a bill to exempt from the Federal 10 per cent admissions tax any admissions of 90 cents or less. The exemption is now only 50 cents.

The Senate approved the bill by a unanimous voice vote in less than 10 minutes this morning. The House, on a motion of Ways and Means Committee Chairman Jere Cooper (D., Tenn.), agreed to the Senate version in less than 30 seconds this afternoon. In neither house was a voice raised against the bill.

Wonderful!

Wonderful! That is the reaction by Walter Reade, Jr., prominent New Jersey exhibitor and a leader in Theatre Owners of America activities, upon learning that the Senate had passed the King Bill by a voice vote yesterday and forwarded the tax reduction measure to the White House.

Reade, after hearing all the details of yesterday's progress in Congress, said that he "was immensely thrilled."

Robert J. O'Donnell, general manager (Continued on page 2)

Well Done—Coyne & COMPO

By Martin Quigley, Jr.

THE success of the drive to obtain Congressional approval of additional admission tax relief brings to mind the saying: "The difficult is to be done immediately; the impossible takes a little longer." In face of all the obstacles the winning of House and Senate approval of the measure to exempt all theatre tickets up to 90 cents from Federal admission tax was difficult, or impossible, depending on one's previous viewpoint. There were many, inside and outside the industry, who said as recently as yesterday that it could not be done.

Although victory in the COMPO tax drive came as the result of the effort of many individuals, it is proper that prime credit be given to Robert W. Coyne, executive counsel and member of the organization's steering committee. The speed with which the key committee of the House and Senate, and the chambers themselves, acted favorably on the measure is a tribute to the splendid job Bob Coyne and his associates did and the way they, and (Continued on page 3)

WB Sales Meet Told Of "New Look" Product

Warner Brothers Pictures will supply exhibition with a continuous and uninterrupted supply of screen entertainment with a "new look to make this 50-year old industry seem like an entirely new business." Roy Haines, newly-appointed general sales manager of the production-distribution company, declared at the opening of the two-day conference of the company's district managers and divisional sales executives at the home office here yesterday.

"With the important product which is available over the next few months, and the magnificent plans which Jack Warner has blueprinted for the immediate and long-range future," Haines stated, "I know that I can rely upon the experience and know-how of this great sales force to equal and (Continued on page 4)

PERSONAL MENTION

ARNOLD PICKER, United Artists vice-president in charge of foreign distribution, will return to New York over the weekend from Paris.

SILAS SEADLER, M-G-M advertising manager, will leave New York today for Hollywood.

JEFF LIVINGSTON, Universal Pictures Eastern advertising manager, has returned to New York from Europe.

IRVING WORMISER, general manager of Distributors Corp. of America, will return to New York today from Toronto.

GEORGE WELTNER, president of Paramount Film Distributing Corp., and **HUGH OWEN**, vice-president, have returned to New York following a tour of Ohio and upstate New York.

MAURICE SILVERSTEIN, liaison between M-G-M and independent producers, will return to New York from the Coast on Monday.

SOL C. SIEGEL, producer, returned to New York yesterday from France. He is en route back to the Coast.

ROBERT VOGEL, M-G-M studio executive, will arrive in New York on Sunday from the Coast.

WB, PRM Finalize Film Library Deal

WILMINGTON, Del., Jul 26 — Warner Brothers Pictures and PRM, Inc., have finalized their agreement involving the sale of the film company's pre-1949 film library to television for \$21,000,000, it was jointly announced here today by Ben Kalmen-son, executive vice-president of Warner Bros., and Maxwell Goldfarb, vice-president and treasurer of PRM.

The Warner Bros. film library which was sold to television includes over 750 features and over 1,500 shorts and cartoons.

The agreement to sell the library was entered into last March when a memorandum of sale had been entered into by both parties, subject to certain conditions, mainly a Treasury Department ruling pertaining to taxes involved. Since the March 1 agreement, PRM had acquired control of Associated Artists Productions which is distributing the Warner product to television.

Tax Bill Goes to Eisenhower

(Continued from page 1)

bill was reported by the House Ways and Means Committee Monday of last week until final approval today.

Industry leaders will now turn their efforts to attempting to prevent a Presidential veto of the measure. The deadline for a Presidential decision is not yet known; he has ten days from the time he receives the bill to make up his mind, but it may be several days before the bill is actually delivered to the White House and the time limit starts running.

Pocket Veto Possible

Since Congress almost certainly will not be in session when the president's deadline arrives, he could, if he decides against the bill, pocket veto it—kill the bill without Congress having a chance to override the veto. On the other hand, it also means that he could, if he didn't particularly like the measure but was not prepared to veto it, let the bill become law without his signature—something he can do only when Congress is not in session.

If the President does approve the bill or let it become law without his signature, the increased exemption would go into effect September 1.

The bill sent to the White House would not make any reduction in the tax on tickets selling for more than 90 cents—the 10 percent levy would apply to the full amount of these tickets.

Compo Expects Approval

Officials of the Council of Motion Picture Organizations, elated over the speedy action on the bill, were also increasingly optimistic that the President would approve the measure, rather than giving it the pocket-veto treatment he accorded the admission tax repeal bill in 1953.

This hope was re-enforced by remarks made by Sen. Kerr (D., Okla.) during Senate debate on the measure. Asked by Sen. Holland (D., Fla.) why the finance committee had lowered the House-approved \$1 figure to 90 cents, Kerr, a committee member, replied that the committee had wanted to pass the bill as it came from the House.

Treasury 'Advice' Seen

However, he went on, "we were advised that there was a better than even chance of its being vetoed if the provision providing for a tax reduction for admissions up to \$1 were retained. We were also advised that there would be a much better chance to have the bill approved if the taxes were eliminated up to some lower figure than \$1." Kerr did not say, but the implication was clear that the "advice" came from the Treasury.

Holland replied that he was very sorry that "the attitude of those in

high places financially in the government have operated to withhold relief from a very important part of the motion picture industry."

Two-Party Support

COMPO officials were also cheered by the strong support for the bill from both Republicans and Democrats. Not a single voice was raised against the bill during the brief Senate debate, and the only criticism of the committee action was for lowering the \$1 figure. The COMPO officials were also counting on the influence that Finance Committee Chairman Byrd (D., Va.) has with the Treasury to influence Secretary Humphrey against a veto.

Byrd told the Senate today he was "strongly in favor" of the bill, and pointed out that he had called a special meeting of his committee to act on it. He also emphasized that the committee had approved the bill unanimously.

Nonetheless, the veto threat does remain. The Treasury did oppose the bill on its way through Congress, citing a \$70,000,000 annual revenue loss from the \$1 figure and a \$60,000,000 loss from the 90 cent figure.

Called Up by Johnson

The bill was called up in the Senate for action this morning by majority leader Johnson (D., Tex.). Among those speaking for it, in addition to Byrd, Kerr and Holland, were Senators Schoeppel (R., Kans.), Smathers (D., Fla.), Morse (D., Ore.), Fulbright (D., Ark.), and Bush (R., Conn.).

Schoeppel recalled that as a member of the Small Business Committee he had sat through "many days of hearings in which the motion picture theatre owners have painted a dreary picture of their operations." He admitted that tax relief would not be "a magic formula to put the industry on its feet," but said there was "an utter necessity for some relief for these hard-pressed businessmen."

Points to Closings

Bush said he was sorry that the \$1 figure had not been retained, but that he was glad that "small theatre operators all over the country will still be afforded some very welcome relief." Smathers declared that some 40 per cent of the nation's theatres have closed in recent years, and said this meant not only unemployment but a great deterioration in property values.

The admissions tax, Morse said, should be eliminated entirely. However, he added, he agreed that "we must take one step at a time. Fulbright said he too regretted the departure from the \$1 figure, and that he knew of "no industry which needs relief more."

Wonderful!

(Continued from page 1)

ager of the Interstate Circuit, D. paid tribute to what he termed "fantastic job of public relations," he added, "I am hopeful and grateful that the measure will not be vetoed by President Eisenhower—a certain see no reason why it should be."

Sol Schwartz, president of RKO Theatres, said the Federal admission tax "is discriminatory and should have been removed before. I am pleased and encouraged by the Senate's action and I hope it helps the box office."

Pat McGee, veteran exhibitor leader, said he is naturally happy about the Congressional action, but felt the industry still had to postpone any celebration until it knew what the President's stand would be on the legislation.

Sam Pinanski, president of American Theatres Corp., presented a similar reaction. He said he was "tremendously grateful that the House and Senate are so familiar with our industry's problems and that they are willing to do something to help pull ourselves out of our distressing situation." However, he added, "when I come from, you don't count on real estate deals until the papers are passed and the deeds recorded."

Judge Harlan Palmer Dies on Coast at 71

HOLLYWOOD, July 26 — Judge Harlan G. Palmer, 71, publisher of the "Hollywood Citizen-News" for 45 years, friend and often spokesman for the motion picture industry, died last night of cancer, at Good Samaritan Hospital, after four months of hospitalization. Private funeral services will be conducted Saturday.

The deceased was Hollywood's practicing attorney, and served as a judge, in addition to other activities as civic leader. His widow, sons, Harlan, Jr., Byron, Ralph; daughter, Peggy; brothers, William, Orlando T., sister, Zuma, who is a radio-television editor, survive.

The Los Angeles city council journeyed today in his honor.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center
TYRONE POWER • KIM NOVAK
in
"THE EDDY DUCHIN STORY"
in CinemaScope and Color
A Columbia Picture
and SPECTACULAR STAGE PRESENTATION

of Drive-ins

Century Drive-In to Open

Century Theatres' new Route 110 Drive-In Theatre, Huntington, Long Island, will be opened Wednesday according to Leslie R. Schwartz, executive president. The drive-in has a capacity of 2500 cars. A dual entrance feature permitting entry from the Route 110 or Walt Whitman Road is designed to enable traffic to flow smoothly and quietly from the driveway to the six box offices. Among the new drive-in's features are a large refreshment center and a children's playground.

©

Op Ads in Milwaukee

The five drive-in theatres surrounding Milwaukee have formed a group known as the Milwaukee Drive-In Association and now place co-operative advertising in newspapers and over the radio. Ben Marcus, who conceived the idea, is chairman and Harold Peterson acts as coordinator. Advertising is placed daily in the papers, with the latest a full-page ad in color carrying the banner, "All roads lead to Milwaukee Drive-In Theatres!"

©

Opens in Maryland

The Baltimore, Md. area's newest drive-in, the Bengies, in the town of Pikesville, has been opened. The drive-in is owned by the Frog Morton Corp., headed by Joseph Einbindler, who also operates the Edmondson Drive-In near Baltimore, and Jack Collier of Ohio. The drive-in has a capacity of 1,000 cars and an enclosed seating section for 250 persons. The latter is air conditioned.

©

n. Theatre Celebrates

The 23rd Street Drive-In Theatre, Chattanooga, Tenn., is celebrating its 10th anniversary with a week-long program of special attractions. On Sunday all autos with a license number ending in "5" were admitted free. Last night the first 25 Fords in line were admitted free. Tonight will be "Fill Up Car Night." Wednesday all couples celebrating their fifth wedding anniversary during the week will be admitted free. Thursday will be "Luck of the Irish," introducing a new game. Friday night 100 passes will be given out.

©

Armstrong Opens His Sixth

Jack Armstrong, Ohio exhibitor has opened a sixth drive-in to his circuit of theatres with the opening of the Drive-In on Route 108, at Napoleon, Ohio.

Mason To Meet Press

James Mason, who directed and starred in 20th Century-Fox's "Bigger Than Life," will air his views on the controversial picture at a press conference Monday morning at the Fox movie office. He will attend the Aug. 2 premiere of the CinemaScope production at the Victoria Theatre.

EDITORIAL

(CONTINUED FROM PAGE 1)

the industry they represent, are regarded by Congressmen and Senators. It is both a personal and an industry triumph.

The fate of the measure is now to be decided by President Eisenhower. The lowering of the exemption from the \$1.00 figure, as initially passed by the House, to 90 cents decreases the potential loss to the Treasury and thereby increases the chances of Presidential approval. In fact, as COMPO has maintained, this additional relief which will keep many theatres in operation, will not result in any net tax loss to the Government. Theatre income tax payments that otherwise would not be made should equal or exceed the estimated \$60,000,000 saving in the admission tax.

In addition to Bob Coyne, Robert J. O'Donnell, chairman of the tax committee; Charles McCarthy, information director; Sam Pinanski, Pat McGee and others are deserving of praise for their excellent work. At this time the industry should take the opportunity to promote internal harmony. This is no time to criticize those who thought there should be no COMPO tax repeal campaign this year, or even felt there should be no COMPO.

Bob Coyne has proven that he was correct about the possibility of a successful tax campaign and COMPO has again demonstrated its value. The potential monies to be saved theatres by the tax relief makes the COMPO dues payments of both exhibitors and distributors seem quite insignificant in comparison. Also COMPO and its staff have rendered excellent service in other fields of all-industry interest besides taxation. Now, at last, COMPO should be given the full opportunity to function as its founders wished.

Armed Service Theatres Have New Fiscal Policy

WASHINGTON, July 26 — Fred Bund, Jr., chief of the Army and Air Force Motion Picture Service, returned recently from a tour of bases in Alaska and the East, where he initiated a new fiscal integration policy.

Under the new policy, all funds coming into AAFMPS will go into a central pool, and will then be distributed to all AAFMPS theatres on a basis which will guarantee the same motion picture service to all base theatres. Previously, each base kept the funds it earned, and the "poorer" bases consequently had a slimmer motion picture program. The new policy went into effect July 1.

Promote Mexico Setting In 'Bandido' Campaign

Plans for the international promotion of United Artists' CinemaScope production "Bandido" via a coordinated series of tie-ups with airlines, travel agencies and apparel shops in the U. S., Canada and Mexico are being outlined by the UA New York office, it was announced yesterday.

Filmed in Mexico with Robert Mitchum, Ursula Thiess and Gilbert Roland in the main roles, the Robert L. Jacks production will be tied in with an exploitation campaign of the south-of-the-border setting.

Award To 'Brave One'

The King Bros.' "The Brave One" has been selected to receive the Parents' Magazine medal award of special merit in the September issue, it was announced yesterday by RKO which is releasing the CinemaScope-Technicolor film.

UA Anticipates Code Approval for 'Boss'

United Artists anticipates Production Code Administration approval for "The Boss," a Seltzer Bros. Production which the company will distribute this coming October prior to the Presidential election, William J. Heineman, UA vice-president in charge of distribution, stated here yesterday.

Heineman said that UA executives have been conferring with the Production Code Administration in Hollywood and that a Code Seal for the film is anticipated shortly.

One Sequence Questioned

Frank and Walter Seltzer, the producers of "The Boss," a film which they say shows the link between organized crime and politics, recently said that a Code Seal was withheld from the picture due to a sequence in which machine gun bursts, are heard. They emphatically stated at a press conference last week that they wouldn't delete this sequence from the picture in order to get Code approval. However, they pointed out that UA financed the picture and the decision on release was up to UA.

According to Roger H. Lewis, UA's national director in charge of advertising, publicity and exploitation, "The Boss" will be backed up in its engagements by big promotional campaigns.

Jesse Edwards, 57

ATLANTA, July 26—Funeral services were held here today for Jesse (Ted) Edwards, 57, a laboratory technician for Strickland's Films, Inc., who died in a hospital here following a lengthy illness. Edwards is survived by his wife, mother and three brothers.

Rank Opens New Theatre

By WILLIAM PAY

LONDON, July 24 (By Air Mail) —The Odeon Theatre, Sheffield, Yorkshire, described by John Davis, managing director of the J. Arthur Rank Organisation, as "the most important theatre we have opened anywhere since the war," was opened this week with showmanship appropriate to the occasion.

Deputy Lord Mayor, Alderman J. Curtis, performed the opening ceremony, which was followed by the first screening in the North of England of J.A.R.F.I.D.'s "Reach for the Sky." Both received a warm Yorkshire welcome from the audience of Sheffield notables and a large party of Rank Organisation executives.

'Two Tenets of Faith'

For Davis the opening was the fulfilment of an ambition of many years. He told the audience: "The Sheffield Odeon stood for 'two tenets of faith'—firstly, the faith to go through with the project originally conceived by the founder of the Odeon organisation in 1937 and, secondly, the faith of the Rank Organisation in the future of the industry. We have our problems, we do not deny. But we know that the industry will continue to satisfy the 23 million people who visit it every week."

The new 2340-seater Odeon is not only Britain's largest post-war cinema but also its most modern in design, decoration and technical equipment, having been expressly fashioned for wide-screen entertainment. All projection, sound and stage equipment, seating, curtains and carpeting have been installed by G. B. Kalee Ltd.

Site Is Unusual

Externally, too, the Odeon marks a departure from tradition especially in its spacious glass-walled entrance foyer which projects at half height from the main building onto a stone-paved triangular forecourt. But impressive as it is today on its important island site, it will look even more imposing when the city's re-development plan clears many of the surrounding buildings and leaves the theatre in a dominant position adjoining the proposed Civic Circle Road.

Manager of the theatre is Harry Murray who, a year ago, opened the re-built Streatham Gaumont.

Japan Film Executives Arrive Here August 3

VistaVision equipment will be purchased by Masaichi Nagata and Koji Shima, producer and director respectively of "The Phantom Horse" currently playing in New York, during their August visit to New York and Hollywood. The film executives will be accompanied from Tokyo by three Daiei Motion Picture Co. officials. Nagata, who heads the firm, and Shima will arrive here August 3.

REVIEW:

The Wild Oat

Carroll Pictures

The French touch of situation comedy rather than forceful, humorous dialogue prevails throughout this film starring the popular Fernandel. While the story fails to permit as much comedy as ordinarily expected from Fernandel, it nevertheless provides the art theatre exhibitor with a film that will attract those to the box-office who favor the light, foreign brand of entertainment.

As the happy baker in the small mountain village, Fernandel is the object of the audience's attention. All the action centers about him, as he turns the village into turmoil and as quickly reverses his pace and soothes the hearts of the worried townsfolk. He is accused of raising a son who has fathered a child illegitimately. Naturally, Fernandel upbraids the villagers for thinking such a thing but his pride soon fades to humility when his son returns and admits the relationship with the girl. Peace returns when his son marries the girl and Fernandel swallows his pride at the wedding feast—the baby rollicking in his arms.

Distributed by Carroll Pictures, the film uses English titles to further the story.

Running time, 107 minutes. Adult classification. For immediate release. J.E.



M. P. DAILY PHOTO

ROY HAINES PRESIDES for the first time as general sales manager. Flanking him, Grover Livingston (foreground), Jules Lapidus, Norman Moray; right, John F. Kirby, W. O. Williamson, and Haskell Masters; right background, Robert A. McGuire.

W.B. 'New Look' Is Outlined

(Continued from page 1)

surpass any previous selling which you have ever accomplished for the organization."

With such pictures as "The Bad Seed," "Giant," "The Spirit of St. Louis," "Baby Doll," "The Wrong Man," "The Burning Hills" and "Seven Men From Now" on the immediate distribution schedule, "I know that you will be geared and ready to handle this product in the successful manner it deserves, and

which we will give it," Haines declared.

"Every picture is important," Haines told distribution heads. "No picture is any more or less important than any other. We are ready and able to supply the exhibitors of this country with product of unparalleled quality, and to back this product up with a dynamic advertising, publicity and exploitation campaign. But, neither product alone, nor selling alone, nor merchandising alone can attract the public to the motion picture theatre without at least an equal effort on the part of the exhibitor. We are prepared to give the exhibitor the product and the tools. The rest is up to him. We urge the exhibitors taking part in the 'grass roots' selling to utilize this tremendous sales effort in their own situations, to bring this top-quality product to the ticket-buyers," Haines asserted.

Pledges Plenty of Product

"With the productions coming up in the immediate future, and with the long-range plans that lie ahead, I can confidently promise you and the exhibitor a continuous and uninterrupted supply of screen entertainment with a 'new look,' to make this 50-year-old industry seem like an entirely new business. This industry has just gone through a tremendous period of technical change. It has handled and hurdled these transitions successfully and courageously. The job at hand is to sell pictures and to attract the general public to the box office."

Manila Distributors Say As Tariff Measure Drops

MANILA, July 26 — The Senate failure to pass a "crippling" tariff proposal that might have driven foreign film distributors from the Philippines earlier this week was seen as a major victory by the local film industry today.

Distributors here said the Senate deleted from the House-approved measure a section that would have imposed a tax of more than \$100,000 each on most foreign films. Warned that continued vigilance is needed, Leo Hochstetter, Far East manager of the Motion Picture Export Association of America, said the film victory may be short lived since Congress will probably bring up the matter for discussion at a special session or when it convenes again next January.

Simplify Customs Procedures

WASHINGTON, July 26—The Senate has sent to the White House a compromise bill to simplify U.S. customs procedures.

The bill, not quite as far-reaching as the administration originally proposed, makes a major change in the basis for figuring import duties. Present ad valorem duties are levied on the basis of the price the item sold for in the foreign country or the price for which it is exported, whichever is higher. The bill would make export price the only basis. However, the new plan would not apply to items where the new standard would cut tariffs more than five per cent.

"
THE
BAD
SEED"



RECOMMENDED
FOR ADULTS
ONLY!

IS THE

Credit Plan

(Continued from page 1)

h the survey in the specially se-
d territory which comprises about
2 conventional and drive-in theatres.
e distribution companies have
far allocated "up to \$25,000" for
project—the retention by the sub-
committee of a research organization
for the survey itself.

is understood that the Gehring
committee is expected to go to
Indianapolis within the near future to
p a closer liaison with exhibitors
at territory in order to prepare
the survey by the research organi-
zation, which it is said has already
retained. The company which
ask the Marion County citizens
their viewpoints on a theatre cred-
it plan was not divulged.

Indianapolis Meeting Seen

e sub-committee, it as reported,
will meet with an Indianapolis ex-
hibitor group headed by theatreman
Edward J. Rivioli of the Rivoli Theatre there.
Rivioli, a short time ago, said that his
committee had some suggestions and
recommendations.

e research organization which
conducts the survey will also be ex-
pected to inform the distribution com-
mittee, following a compilation of the
questions and answers, as to the ex-
pected cost of putting the credit card
into actual operation. Once a
tentative figure is presented, the
exhibitor group will have to be allo-
cated additional funds for operations.

Western Salesmen Map Sales Campaign

SAN FRANCISCO, July 26 — Re-
lease plans for a "world showman-
ship drive" are to be outlined at a
meeting of 20th Century-Fox's west-
ern sales division here Monday.

With Alex Harrison, general sales
manager, and Herman Wobber, west-
ern division manager, are expected to
discuss objectives of the 26-week cam-
paign which embraces the third and
fourth quarter of the year and the
pictures to be released in the period.

Attending the parley will be Re-
nald Kniffen, assistant western area
manager, and branch managers Rich-
ard Culham of Denver, Morris Sudmin
of Los Angeles, Charles F. Powers of
Portland, Kenneth O. Lloyd of Salt
Lake City, Jack M. Erickson of San
Francisco and Chilton Robinett of
Seattle.

REVIEW:

The Burning Hills

WB

HOLLYWOOD, JULY 26

POLLS OF various kinds have indicated beyond reasonable doubt that Tab Hunter and Natalie Wood are regarded fondly by the paying public, separately, and it surely is a box office move of highest order to bill them as co-stars at about this time in a picture that gives them no serious acting competition to overcome. So that is what the Warner studio has done in "The Burning Hills." To this heavy asset they have added all that CinemaScope, WarnerColor, splendid Western scenery and expert stunt men can do for a Western—and they certainly can do a lot.

On the debit side is the fact that the nature of the story—it started life as a *Saturday Evening Post* serial—prevents the very competent cast from becoming real people engaged in genuine adventure and romance on the screen.

The screenplay by Irving Wallace, based on a magazine serial and novel by Louis L'Amour, is an extended treatment of the standard plot in which the hero, finding his brother slain by hirelings of a land baron who doesn't want settlers moving into his valley, sets out to capture the killers and bring them to trial, or kill them personally if that's the more practical way. He learns from their footprints that there are three of them, and he follows the tracks to the town the land baron dominates, shooting the latter when he declines to yield up the murderers, and fleeing thence to the end of the picture with the killers and their pals pursuing and with Miss Wood, an Anglo-Mexican, giving Hunter aid and comfort. Any Western fan can take the story from there.

Production is by Richard Whorf, and direction is by Stuart Heisler. Running time, 97 minutes. General classification. Release date, Sept. 1.

WILLIAM R. WEAVER

'War and Peace' Debut August 21 at Capitol

New York's Capitol Theatre will be as host for the Aug. 21 premiere of the Ponti-DeLaurentiis production "War and Peace," it was disclosed yesterday by Paramount Pictures.

Diplomatic representatives of the U.N. and Federal, state and local government leaders in addition to entertainment world personalities will attend the initial showing of the Vista-Vision picture that was directed by King Vidor and produced by Dino DeLaurentiis.

MPEA Divides

(Continued from page 1)

15; 20th Century-Fox, 13; Warner Bros., 13; Columbia, 10; Universal-International, 10; RKO, nine; six for both United Artists and Republic, and four for Allied Artists.

TENT TALK

Variety Club News

PHILADELPHIA — Tent No. 13 honored Manie Sacks, vice-president of Radio Corporation of America, at its annual "Johnny Nite" this week. Proceeds of the affair are devoted to the upkeep of the Variety Camp for Handicapped Children at Worcester, Pa.

△

ALBANY, N. Y.—The annual visit of Variety Club members to Camp Thacher at Thompson's Lake will be made Aug. 6, Heart Fund chairman Harry Lamont has announced. An inspection of the camp, athletic demonstrations and a dinner are planned.

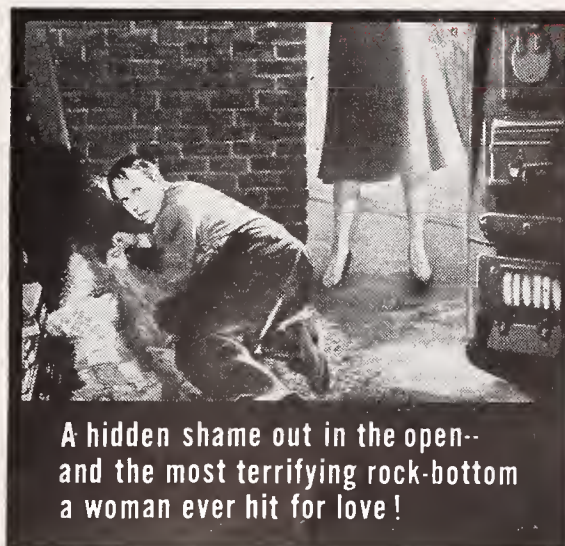
△

MILWAUKEE — Oliver Trampe, chief barker of Wisconsin Variety, reminded all barkers of the annual golf outing to be held at the North Hills Country Club on Aug. 20. Golf, cards, prizes galore, and good fellowship are on the agenda.

'Fragile Fox' Retitled

HOLLYWOOD, July 26,—"Attack" has been set as the new title for the Associates and Aldrich war thriller for United Artists release formerly called "Fragile Fox."

**From WARNERS
starting next month
at the ASTOR, N. Y.**



A hidden shame out in the open--
and the most terrifying rock-bottom
a woman ever hit for love!

BIG SHOCKER!



What are stars made of...?

Loveliness is the mark of the star; to preserve this loveliness in every frame of every print is the task of the motion picture industry.

This calls for the industry's finest talents. It involves settings, dress designers, lighting experts, make-up artists, cameramen, film processors. Co-operation in all these areas is manifest in the Eastman Technical Service for Motion Picture Film . . . in Kodak's ability to supply a motion picture film for every purpose.

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MOTION PICTURE DAILY

Concise
and
to the
Point

QP

0, NO. 20

NEW YORK, U. S. A., MONDAY, JULY 30, 1956

TEN CENTS

or Veto?

asury Is
ecided on
ax Attitude

line for Action by
dent Undetermined

From THE DAILY Bureau
WASHINGTON, July 29—Treasury
ment officials indicated they
not yet decided whether to rec-
el Presidential approval or veto
Admissions Tax Relief bill.
bill, passed by Congress last
ould exempt from the 10 per
ederal levy any tickets costing
ts or less. At present, the
on is only 50 cents. If the
ere approved, the increased
ion would be effective Sept. 1.
deadline for Presidential action
yet been determined, since
has not yet reached the White
Printing and other technicali-
ay the arrival of a bill at the
House after Congress com-
action. The President has 10
(Continued on page 2)

nicolor's Earnings
0,692 in Six Months

Board of Directors of the
color companies, at a meeting
eclared a dividend of 12 and
lf cents per share on the com-
stock of Technicolor, Inc. The
d is payable Aug. 20, 1956,
holders of record at the close
ess Aug. 3.
consolidated net earnings of
(Continued on page 2)

amandments' Plans
Be Set This Week

From THE DAILY Bureau
LYWOOD, July 29—A series
utive meetings to plan poli-
d handling of Cecil B. De-
production of "The Ten Com-
ments" will be held here this
under joint supervision of De-
and Barney Balaban, president
amount Pictures.
mount executives from New
nd the coast will attend.

SSBC Urges Arbitration Excluding Film Rentals

Showmanship Forum Meets

From THE DAILY Bureau

CHICAGO, July 29—Various ways
and means of boosting box-office
grosses and ticket selling ideas will be
discussed at the
two-day Na-
tional Show-
manship Forum,
sponsored by
the Theatre
Owners of
America, which
convenes here
tomorrow at
the Edgewater
Beach Hotel.
Ernest G. Stel-
lings, prominent
Charlotte, N. C.,
exhibitor will
preside at the promotional forum.



Ernest G. Stelling

Some 50 promotion executives and
exhibitors, representing a cross-sec-
tion of the industry throughout the
nation, were arriving today in pre-
paration for the sessions. Conferences
and group assignments, in addition
to tentative reports, are scheduled for
tomorrow while progress reports, rec-
ommendations and formulation of
(Continued on page 2)

Allied Proposal for Federal Regulation Is Rejected by Senate Group; Report Is Seen as Major Victory for Distribution

By J. A. OTTEN

WASHINGTON, July 29—The Senate Small Business Committee today urged
the motion picture industry to make all possible haste to set up an arbitra-
tion system, but again declared that film rentals should not be included in
such a system.

SSBC Highlights

Highlights of the 91-page report of
the Senate Small Business Committee
on its hearings on industry trade prac-
tices are as follows:

¶An arbitration system is urged but
one not to include film rentals. The
committee said it "could not under-
stand" Allied's and TOA's stand on
arbitration.

¶The Allied proposal for Federal
regulation is rejected.

¶The definition of clearance should
be broadened to include availability,
and some means of limiting competi-
tive bidding should be found.

¶The proposal that divorced circuits
be permitted to engage in production
is rejected because "distributors are
barred from acquiring theatres."

¶Distributors should "help" small
exhibitors.

This was the highlight recom-
mendation in a 91-page report on
"problems of independent motion pic-
ture exhibitors." The report was pre-
pared by the Humphrey subcommit-
tee which held lengthy hearings this
Spring on industry trade practices,
and was unanimously approved by
all 13 members of the full committee.

The report was generally a major
victory for the distributors, many of
whose arguments were accepted and
endorsed by the committee. It was a
major setback for Allied States Asso-
ciation, and to a lesser degree for the
Theatre Owners of America and other
exhibitor groups; their arguments
were in many respects rejected by
the committee.

The committee not only rejected the
TOA-filed demand for arbitration of
film rentals, but it sharply criticized
(Continued on page 4)

Set Roy Haines Drive For Sept. 2 to Dec. 1

"The Roy Haines Drive," a 13-
week sales competition among the
Warner Bros. domestic distribution
forces in the United States and
Canada, named in honor of the com-
pany's new general sales manager, has
been announced by Benjamin Kalmen-
son, executive vice-president.

Cash prizes will be awarded win-
ners in the drive, which takes place
from Sept. 2 to Dec. 1 of this year,
to district managers, branch man-
agers, salesmen, office managers and
bookers.

The drive was announced at the
concluding session over the weekend
of the home office district managers
sales conference presided over by
Haines.

Television Today

IN THIS ISSUE

PAGE 6

▶ **Spotlighting the News in Television Today: The Ameri-
can Broadcasting Company releases facts and figures to prove
children's shows (Mickey Mouse Club, for instance) can sell
adults products.**

▶ **International Latex plans—A photo report.**

▶ **Passing in Review—The week's highlights in shows.**

PERSONAL MENTION

JEROME PICKMAN, Paramount distribution vice-president, arrived in Hollywood over the weekend from New York.

JAMES J. LARKIN, theatrical sales representative for B.O.A.C., will return to New York today from Los Angeles.

KING VIDOR, director, will return to New York from Europe today aboard the "Independence."

ALFRED H. TAMARIN, United Artists assistant national director of advertising-publicity, has arrived in Hollywood from New York.

HERBERT WILCOX will return to New York from London today via B.O.A.C.

SIG MAITLES, Independent advertising and promotion consultant, has left New York with his family for Hollywood.

DuMont Labs Report Loss for Six Months

Allen B. Du Mont Laboratories, Inc., reports a loss of \$484,000 for the first six months of 1956 after a tax carryback credit of \$608,000, compared with a loss of \$1,249,000 for the 24 week period ended on June 19, 1955, it was announced.

Paramount Pictures Corp., is a major stockholder in the company.

Seven on SPG Panel For TV Forum Today

HOLLYWOOD, July 29 — Walt Disney, Jack J. Gross, Tom Lewis, Walter Mirisch, Martin Rackin, Charles Schnee and Jerry Wald will act as panel members at the Screen Publicists Guild press roundtable luncheon Monday, at the Brown Derby, at which Harriet Parsons will preside. Subject will be "Television as a Source of Stars and Stories for Motion Pictures."

Mears Dies at 78

HOLLYWOOD, July 29—John Henry Mears, 78, theatrical manager and producer and lyricist for well known composers, died here July 26. For years Mears managed the John Drew Theatrical Company and worked with Florenz Ziegfeld and Morris Gest.

Treasury

(Continued from page 1)

days from the date this bill arrives, which will probably be early this week.

Treasury officials said the Department's position has been "very firm and consistent against any bill that involves a substantial revenue loss, especially in the excise tax field." They admitted that several bills involving tax reduction had been approved this year, but declared that these were part of other programs of the administration—for example, the travel tax reduction was part of the administration's foreign economic program and the gas tax reduction for farmers was part of the farm program.

The treasury opposed the admissions tax reduction bill while it was passing through Congress, these Treasury officials pointed out. However, they added, the Treasury always reviews its position once Congress has finished action, and occasionally reverses its earlier stand.

Industry leaders have been hopeful that various factors—the fact it's an election year, support for the legislation from Republicans as well as from Democrats, the endorsement of Finance Committee chairman Byrd (D., Va.)—might temper the Treasury's inclination to recommend a veto.

Van Nomikos Honored At Testimonial Dinner

CHICAGO, July 29 — Van A. Nomikos, president and general manager of Van Nomikos Theatres here, was given a testimonial dinner last night at the Sherman Hotel marking his 30th year of service with the Order of Ahepa, the leading Greek-American fraternal organization of which he is former supreme president.

The principal address was made by William C. Gehring, 20th Century-Fox vice-president, who cited the theatre executive for his outstanding leadership in Ahepa activities. Gehring praised the guest of honor for directing a united, nationwide effort for the relief of the Greek people under the auspices of the Greek War Relief Assn.

Technicolor

(Continued from page 1)

the Technicolor companies for the first six months of 1956, after taxes, amounted to \$980,692 or 49 cents a share on the 2,010,570 shares of stock of Technicolor, Inc., outstanding, it was announced. This compares to \$1,300,306 or 65 cents a share for the corresponding period of 1955.

For Television Stations The Name is RKO TV

RKO Television is the title of the film syndication division of RKO Television, the company announced Friday in New York. The division now is integrated with the theatre-picture company selling through exchanges. As described last week, the division will buy films for company stations and also for selling to others; and it will work with studio chiefs to develop properties for television.

Home Offices to Welcome Visits of TOA Delegates

DES MOINES, July 29—Distribution sales managers, each acting for his individual company, will have an "open door" policy for exhibitors attending the 1956 Theatre Owners of America convention at the New York City Coliseum, Sept. 20-25, according to Myron N. Blank, TOA president.

Blank said here that he has been notified by the sales managers of each production-distribution company that the exhibitors will be welcome just to visit or to air any problems. He added that this is the only response so far to TOA's request to the Motion Picture Association of America for companies to lend assistance and participate in the convention.

Allied and SMPTE Will Meet on Standardization

Representatives of the Society of Motion Picture & Television Engineers will discuss with a committee of Allied the problem of standardizing projection and sound equipment, the association announces.

President Shor of Allied recently named the following committee to meet with representatives of the Society: Hugh B. McLachlan, chairman, Y & W Management Corp., Muncie, Ind.; Richard Amstatt, F. H. Durkec Enterprises, Baltimore, Md., and Robert F. Morrell, of S & S Amusement Company, Cincinnati, Ohio. The committee meeting date will be announced later.

WB Promotes Greenberg

The promotion of Fred Greenberg from Los Angeles branch manager to West Coast district manager for Warner Bros. has been announced. Greenberg will direct operations from the Los Angeles office. At the same time, Joseph Safarty was promoted from assistant branch manager at Los Angeles to the post of branch manager. Both appointments are effective today.

Showmanship

(Continued from page 1)

plans "to get the widest and results" are set for Tuesday.

Stellings has asked that exhibitors attending the forum outline any recent activities they are conducting locally which might be successful in other areas.

Attending the forum are Myron Blank, Edward Fabian, Harry G. Berg, Alex Halperin, Philip Harlow, Walter Reade Jr., Samuel Rosen, Ruben, Claude C. Mundo, Joseph Alterman, Douglas Amos, Joseph Emma, Marvin Goldman, Henry Hunt, Tom James, Dave Jones, Victor Morris, Carl Patrick, Abe J. P. Henry Plitt, Joseph Rosenfield, Thornton Sargent, Edwin Silverman, Philip Smith Jr., Dave Wallerstein, Dan V. Kinson, Tom Bloomer, Edward Thur, Horace Denning, James G. Lord, Harold D. Fields, Henry Fields, George Gaughan, Robert Livingston, James Mahoney, Pat Gee, Henry Griffing, Jerry Grebaum, Norman Prager, M. B. Sn. James Phames, Morton Tune, L. Williams and Nat Williams.

J. B. T. Campbell Dies

HOLLYWOOD, July 29—John T. Campbell, 76, who retired in 1945 as managing editor of the Los Angeles "Herald-Express" after years on that paper, died Friday following several weeks of illness. He also had written scenes in the early days, including D. Griffith's "Heart Beats," and served on local civic boards and commissions since his retirement.

Campbell's widow, a son, John, 20th-Fox publicist, and a son, Al, financial editor of the "Herald-Express," survive.



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IN TEXAS!



SSBC's Report Urges Admissions Tax Relief

Recommends Financial Aid For Exhibitors

(Continued from page 1)

TOA's conduct in backing out of the arbitration agreement. The committee flatly opposed—and called on the Justice Department to reject—the Allied-TOA proposal that divorced circuits be given the right to enter into production. It argued this would be unfair to the major film companies which cannot own theatres.

The committee rejected Allied's demand for Federal regulation of film rentals, holding that the U. S. economic system requires the industry to work this problem out itself. Also turned down was the suggestion of the Southern California Theatre Owners Association that a Federal Fair Trade Practices Commission be set up to enforce rules of fair competition in the industry.

The legality of special handling of pictures and extended runs was specifically asserted by the Senate report.

The report also rejected Allied charges that the Justice Department had been derelict in enforcing the Paramount consent decrees. The Senators said the Department seemed to be trying its best to be fair to both sides.

Throughout the report, the language was generally more critical of the exhibitors than of the distributors. The report certainly indicated that the hearings sought by the exhibitors had boomeranged.

There were, however, some nods by the committee in the direction of the theatre owners. The report urged the industry to study ways to limit the use of competitive bidding, which the Senators said frequently drove rentals up. While defending the legality of special handling of pictures, it suggested that any arbitration system include arbitration not only of clearance but of availability—the distributor's right to hold pictures off a market for a certain period of time.

Standardization Suggested

The film companies were urged to continue to make all pictures available in standard print sizes as well as in any new process sizes. The Justice Department was told to give ample public notice of any attempts by divorced circuits to acquire additional theatres.

The committee cited the need for

MPAA Committee Hails SSBC Report For 'Agreement with Distribution Views'

The distributors committee of the MPAA yesterday declared "it is a source of satisfaction to us that the Senate Small Business Committee has seen fit to agree with the views expressed by distribution at the hearings."

The MPAA committee, which also took pleasure in noting that the Senate group recommended that the industry try to solve its problems internally through cooperation, regarded the rejection of film rental arbitration and the barring of Federal controls as a major victory. The MPAA group also expressed satisfaction with the Senate committee's refusal to establish a fair trade practice commission under the FTC and its unwillingness to permit a discriminatory system of production by theatre circuits.

Meanwhile, distribution's sales managers, top circuit exhibitors and industry attorneys declined to comment on the 91-page report pending a detailed study of the Congressional findings.

However, a few of the sales heads, when told of the main points of the Humphrey committee report, said "that is wonderful." William J. Heineman, United Artists vice-president in charge of distribution, said that, "the committee had intelligently and thoughtfully studied the industry problems and have presented a realistic analysis of them."

Myron N. Blank, president of Theatre Owners of America, declined to comment. He said that he will study the SSBC report before making an official answer. Abram F. Myers, board chairman and general counsel for Allied States Association, was "unavailable" for comment. His Washington office reported him as "out of town."

admissions tax relief, and recommended that the Small Business Administration consider granting loans to theatre owners unable to borrow from private lending institutions. The industry was urged to consider the possibility that fast playoffs and saturation bookings might be hurting attendance.

Decries Bickering

Perhaps the committee's most pointed recommendation was this one, reflecting the distaste of some committee members for much of the testimony given the subcommittee this Spring:

"The committee believes that many of the problems and disputes between distributors and exhibitors can be settled within the industry itself if the responsible leaders on both sides will put a stop to the constant fratricidal warfare which does nothing but worsen a difficult situation."

An arbitration system dealing with clearance, runs, competitive bidding, forced sales and contract violations "would be a major step toward a more amicable atmosphere," the report continued. However, it said, "The committee does not believe arbitration of film rentals to be warranted."

The arbitration draft prepared by industry members in 1955 would, in the committee's judgment, be of benefit to exhibitors and distributors alike. It regrets that after considerable time and effort in the preparation of this plan and arrival at a tentative agreement between distributors and the

largest exhibitor organization (TOA), the negotiations failed at the last moment with the withdrawal of TOA.

"Perhaps the arbitration draft did not contain all that exhibitors would have desired, but it was at least an effort in the right direction. If the situation is as serious as the committee was led to believe by exhibitors' complaints and testimony, then it is an absolute necessity that both sides be willing to compromise in order to settle their disputes."

The committee report said the film industry, particularly small independent exhibitors, has been a conspicuous exception to the national prosperity in the last decade. It cited slumping attendance, falling box-office receipts, and fewer conventional theatres.

"Admissions this year are running far below 1955," the report stated. "Unless business picks up soon, it will mean the poorest year since the depression days of the Thirties." The report said theatres on a consolidated basis have costs in excess of their admissions income, and many exhibitors are surviving only because of refreshment profits.

Circuits Seen Profitable

The large circuits are making less than they used to, but are still profitable, the report said. It declared that the people the hardest hit are the small theatre operators.

The report concluded that "the decrease in theatre attendance and the changing pattern in movie-going

Pleads for End To 'Fratricidal' Industry Strife

have been primarily caused by parallel growth of television and drive-in movies."

The committee reviewed the history of the Paramount case, and there was no doubt the Government victory "resulted in opening up a tightly controlled industry which has discriminated against independent theatre owners." It cited advantages independent exhibitor today enjoy as a result of the Paramount case, noted that some exhibitors feel product shortages and high rentals today are also the result of this proceeding. The committee concluded it was impossible to determine accurately the economic effects of the Paramount judgment because television came into prominence at the same time.

Treats TOA Withdrawal

"For this reason," the report said, "the committee discounts the contentions made that if it were not for 'interference of the courts, the small independent theatre owners would be much better off today.'" The committee reviewed the history of the arbitration negotiations in 1955, TOA's withdrawal following the agreement with Allied, and the distributor charges TOA's action was a "deliberate and shameful betrayal."

"Without attempting to judge motives of any of the parties, the committee must state it regrets the withdrawal of TOA, as it feels very strongly this plan would have been an important step towards alleviating many of the problems which are plaguing the industry and creating animosity between distributors and exhibitors," the report stated.

"The committee does feel that distributors have legitimate grounds for complaint so far as the action TOA is concerned," the report said. "In reviewing the many months of work and effort which went into the execution of the plan and the apparent success of such efforts in 1955, the sudden turn of events is cause for genuine disappointment."

On the arbitration of film rentals, the committee said:

"The right of a seller to determine the price at which he will sell his goods is basic to our economic system, and it is only in the case of

(Continued on page 5)



SUPERSCOPE STANDARDIZES THE WIDE SCREEN
ONLY SUPERSCOPE PROVIDES ANAMORPHIC
RELEASE PRINTS FROM STANDARD "FLAT" NEGATIVES

PRINTS BY TECHNICOLOR OR IN BLACK AND WHITE



Opposes Gov't Involvement in Film Industry

Points to 'Big, Better Films' As the Solution

(Continued from page 4)

re emergencies or unusual circumstances that such right can be legitimately curtailed. Recognizing the extreme plight of thousands of exhibitors throughout the nation, the committee nevertheless, that the demand for one-way film rental arbitration is unrealistic and its effect could well be to so change the entire industry as to only increase the exhibitors' problems.

Wants Changes Studied First

In the TOA-Allied request for permission for divorced circuits to enter production with preemptive rights, the committee admitted that "serious attention must be given to any proposals which would increase the supply of pictures. Care must be taken, however, to consider changes in the light of being fair to all segments of the industry so no one is put in a preferred position. The proposal of Allied and TOA does not, in the committee's opinion, provide an equitable

Senators who served on the Senate Small Business Committee which released down a 91-page report on the industry operations include John W. Barkman, Russel B. Long, Hubert H. Humphrey (who serves as chairman of the sub-committee on retailing), George A. Smathers, John F. Kennedy, James O. Eastland, Wayne Morris, Edward J. Thye, Leverett B. Stall, Andrew F. Schoepfel, and H. Duff and Barry Goldwater.

Under the divorced circuit would be permitted to integrate at least three of the major distributors-producers would continue to be restricted as to entering the exhibition field.

The committee said it looks with disfavor upon Allied's proposed legislation for government regulation of film rentals. "Such regulation," the report said "is not in accord with our economic system; legislation has only been applied in regard to industries which by their very nature are restricted in terms of competition such as electric power, telephone service and like. The motion picture industry, however, does not fall into this category.

Spurns SCTOA Suggestion

rejecting SCTOA's proposal for a trade practices commission to set and enforce rules of fair competition in the industry, the committee said this proposal with film is in a similar position to the Allied suggestion and it would call upon the Federal Government to involve itself directly in the motion picture business. The

committee does not feel that a commission is called for; the problems within the industry can be more easily handled and settled by the exhibitors and distributors."

The report said that while the profits of producers and distributors are not what they were "in the lush days of ten years ago, film companies are still doing very well." The Senators noted that film companies have decided that the only way to get the people away from tv sets and into the theatres is to make "bigger and better pictures," and that this means "astronomically" higher costs of production and distribution.

The reasons for continued "substantial" profits by producers and distributors, the report said, are the increase in the foreign market, production of films for television, and the sale of older pictures for tv showing. The report said the sale of theatres forced by the Paramount decree "just when tv was becoming important may very well have been a blessing in disguise for the majors."

Film sales to tv, the Senators said, "cannot help but hurt the small exhibitors. The public is not going to be easily moved to go to the movies when classics can be seen in one's own home free of charge."

Turning to an examination of the specific complaints of exhibitors, the Senators indicated they doubted that the curtailment of film output was a deliberate scheme to force film rentals up. Instead, they said, the explanation lies more in Hollywood's feeling that big expensive productions have a better chance of box-office success. The report also stated that the basic reason for the rise in film rentals has been the mounting percentages demanded on the better pictures, but added that widespread use of competitive bidding was also a reason.

Discusses Special Handling

With respect to special handling, the report noted that "pictures are not marketed in the same manner as cars or drug products" and that "the film companies must take into consideration what method will realize for them the largest receipts." It said there can be no doubt that special handling is a special burden on subsequent-run and small-town exhibitors, and that while it does increase the payoff period in an area, "there is no reason to believe that many pictures today are being played off too quickly, thereby cutting down on theatre attendance."

Sees Word-of-Mouth Vital

The committee said faster payoff of pictures and the increase in multiple showings "limits the public in its choice of pictures, because so many subsequent-run theatres play the same movie at the same time. Not only is there a resulting loss of patronage, but with several theatres in an area showing the same pictures at once the attendance at each is cut down. Faster payoffs have

reduced the valuable word-of-mouth advertising which is so important to a picture's success; by the time many potential customers hear about a particular movie it has already played and gone in their community. This pattern of distribution exists because many exhibitors have had their run position moved up to that of their competitors and clearances have been reduced and in many cases eliminated."

The committee suggested that the industry study what effect this has had on theatre attendance and what possible changes can be made that would still assure equal treatment to all exhibitors.

Assuming special handling does mean less business for small exhibitors, there still remains the question of what can be done about it, the report said. "The committee does not hold to the position that distributors are resorting to illegal clearance in their special handling of pictures," the report said. It noted that the Paramount judgments defined clearance as agreements between distributors and exhibitors, and said special handling was a unilateral decision by the distributor.

'Little Difference'

As a practical matter, however, the committee continued, there is little difference so far as subsequent-run exhibitors are concerned between a bilateral agreement as to clearance and a distributor's unilateral decision to withhold a picture after the first engagement until he sees fit to release it generally.

Use of many new film processes entailing special projection and sound equipment poses a major problem for small exhibitors, the report said. If the producers make more and more films that can be shown only in a few large theatres, "it could mean disaster for the small local theatres and turn the motion picture industry into truly 'class' entertainment," the report said. The Senators declared they didn't want to discourage improved film-making "but the committee does feel very strongly the film companies have a responsibility to continue to make their pictures available in standard size prints."

Defends Justice Department

Taking up Allied charges against Justice, the Senators said that since they themselves felt there was nothing illegal about special handling, they couldn't agree with Allied's complaints on this score. They dwelt at greater length on Allied's complaint that the department refused to rule illegal the practice of distributors in asking exhibitors what price they intend to charge on films for which they're bidding. The report said "the committee believes a distributor has a legitimate interest in asking what the price will be." It admitted this system might make it easy for the distributor and exhibitor

Cites Need for All Branches To Cooperate

to agree as to the price and thereby engage in illegal price-fixing, but said "such danger does not make the system itself necessarily illegal."

Even if distributors are forcing admission prices up, "the question remains whether this is illegal," the report said. It noted that if distributors are acting illegally in special handling of films and in asking for admission prices in bid situations, exhibitors could bring suits for treble damages.

The committee conceded that exhibitors had a right to expect the Justice Department to give long advance notice when divorced circuits are seeking to acquire theatres, and urged the department not only to give advance notice in the trade press but also to send letter notices to the exhibitors in the areas affected.

Pleads for Theatres

The entire report concluded with a section headed "need for cooperation." This declared:

"The small independently owned motion picture theatres are an important institution in thousands of communities throughout the country. They offer to millions of men, women and children economical and wholesome entertainment. They represent sizeable investment in capital and offer employment to tens of thousands of people. Despite the growth of television, the public still enjoys motion pictures; the large box office returns of top pictures in recent years proves this point. The smaller theatres can and should continue to play a significant role in the motion picture industry."

Goldenson Still Supports Production By Circuits

In spite of the recommendations of the Senate Small Business Committee on industry trade practices, the Department of Justice should allow divorced circuits to engage in film production as means of providing more product to theatres, Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, said here at the weekend. He also noted that the Humphrey report "was pessimistic concerning film rentals."

He said that in order to bring about a more fair approach to the film rental problem, there must be more pictures and a way to get more product is to have divorced circuits engage in film production. "I am sure that the Department of Justice is cognizant of this," he added.

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

The Way to a Mother's Pocketbook

► The American Broadcasting Company, which just a month ago announced the results of a survey which proved quite satisfactorily that television *does* move automobiles, last week let the trade press have an advance peek at the results of still another survey. This one, described as perhaps the most ambitious of its kind ever undertaken, goes to prove that the way to a mother's pocketbook may well be through the televiewing eyes of her offspring. The survey, conducted by Advertest in six cities across the country and comprising a carefully balanced cross-section of economic and social strata, revealed some most impressive findings for ABC-TV's own Mickey Mouse Club. Covering 50 different TV programs (25 daytime and 25 night) and 13 product categories, the survey findings on cake mixes showed, for example, that although in all TV homes 24 per cent of the housewives use Pillsbury and 22 per cent Betty Crocker, the latter brand, an advertiser on the Mickey Mouse Club, has the margin on Pillsbury among housewives whose children watched the MMC. Although it was primarily to prove just such things as this that the survey was conducted, ABC promises still more wide-ranging facts on little known trends when further sections of the survey questionnaires have been tabulated. Don Coyle, ABC-TV director of research and sales development, who made last week's trial presentation to the trade press, was asked how exactly a TV commercial for such a product as a cake mix on a children's program influences the buying habit of the mother, who, presumably, is a non-viewer. Have children stopped crying for Castoria in favor of Betty Crocker? Mr. Coyle said first that the mother is not necessarily a non-viewer, and if she is, she's usually within ear-shot of the receiver and quite receptive to the audio portion of the commercial. More on this survey later.

A Titanic Scoop

► The most dramatic news story of the week—and, perhaps of the non-political year—inspired CBS-TV's Good Morning show to some super-television endeavor. The story, of course, was that of the *Andrea Doria-Stockholm* collision off Nantucket, the news of which reached Good Morning's producer, James Fleming, at 2 A.M. Thursday. Between 2 A.M. and 7 A.M., EDT, the scheduled show was completely scrapped and in its place went a surprisingly comprehensive review of the story which then was

still taking place. Included were remotes from the *Andrea Doria's* New York City pier and from the Coast Guard station which first relayed the news of the disaster, plus an interview with Walter Lord, author of the best-selling *Titanic*, a frighteningly similar real-life story. Before the week-end was out, the televiewing public certainly was subjected to its share of coverage still being debated: which net was on the air first with actual crash film?

Nearer and Nearer

► The day of full-scale color television draws nearer and nearer, with the National Broadcasting Company, as usual, leading the way. Second-class televiewers (those with black-and-white receivers) were being made very conscious of this fact last week as RCA Victor launched its first TV campaign devoted almost exclusively to exploiting the new line of color receivers (beginning at \$495). While a year ago the consumer had to search the RCA ads to find any mention of color, this year's campaign is practically all color in emphasis. Concurrently, the NBC New York flagship station, WRCA-TV, announced last week this Fall it will increase its locally originated color schedule from the present total of four hours and 10 minutes each week to 11 hours a week. This total does not include the network color programs which should bring the total of color shows to be seen by WRCA-TV viewers this Fall to well over 60 hours a month. NBC's Chicago outlet, WNBQ, of course, already is on a full schedule of local color originations. Following the gradual color conversion of WRCA-TV, the network will concentrate on increasing the color output of its WRCV-TV, Philadelphia, and KRCA, Los Angeles. It therefore is not difficult to understand why almost all the new film series be-

ing purchased by the network are color shows, such as that Jack Webb series, "Noah's Ark," which was acquired last week.

NTA Activity

National Telefilm Associates, ever active, announces that its co-production (with Desilu) of "The Sheriff of Cochise" has been sold to Socony Mobil Oil for 52 weeks in no less than 67 markets in the middle western section of the nation. The contract calls for an expenditure in excess of \$500,000, said to be the first time such a sum has been marked for regional market purchase. The first Socony showings start Monday, October 1.

Live Music

► Getting underway this morning is NBC Radio's Bandstand, the daily, two-hour morning show which will feature the live music of the all-time great bands of the land and one-half hour of which (10:30-11 A.M., EDT) each day will be telecast. With Guy Lombardo and his family as the premiere attraction, the show represents not only a fairly monumental budget for a strictly musical show but also a departure in radio thinking, the results of which we bear watching. Especially interesting is the question of whether or not, in this day of the vinyl, (Continued on opposite page, col. 2)

In Our View

ORIGINALLY, as is generally known, the idea for the \$64,000 Question was peddled about for some little time, with no takers, before Revlon assumed sponsorship on a trial basis. The rest, of course, is history, to coin a cliché, both television and merchandising history. But then came the flood and there looks from this vantage point to be no sign of slackening in the onrushing tide of similar programs.

The motion picture business has gone through this same thing time and again since the dawn of the screen. Periodically the film industry has suffered attacks of "cycloitis," a disease common to the makers of entertainment and for which there is no known cure—up to this time. Generally the disease has to run its course, and like the common cold, does no really serious harm to its victims. The one reaction said victim does experience, however, which should be noted—most emphatically—is a resultant lassitude, apathy, complete lack of normal enthusiasm, even leading to heavy boredom.

To list the number of programs now on the air, or probably in preparation or the idea stage at this very moment, is staggering, and the devices the producers and promoters of same are employing to make each of these quiz shows "pay offs" at least a little different from the others, would be laughable—if it were not so serious in its significance and implications. The programs which got in early, so to speak, took the cream, as in any situation where those in on the ground floor reap the harvest.

The crux of the problem lies in the fact that these shows must soon reach the point of diminishing return, when audiences no longer will look at them, but furthermore will become annoyed at this constant hammering of the same type of show. That is the point when the cycle will have run out of steam, and Television would be wise to be aware of that likelihood—and take proper steps.

—Charles S. Aaronson

Passing in Review

IS SO OFTEN THE CASE, several of television's best moments of the week were those which were completely unpremeditated or, at least, rehearsed. NBC-TV's Today was responsible for two: the live coverage of President Eisenhower's return to Washington and his reception at the airport by a group including Vice-President Nixon and friend Harold Stassen. The following morning Today offered a somewhat uneasy Mr. Stassen in a live interview which would have done credit even to Martha Rountree. Another moment was strictly impromptu fun; NBC-TV's Tonight master of ceremonies, Steve Allen, Wednesday night reacting to a present sent in to him by a listener from St. Louis—tomato ice cream.

The week's one spectacular—the Producers' Showcase production of "Incident of Love" on NBC-TV Monday night—was thoroughly premeditated and rehearsed (including a month of performances on the road), despite the fact it still came across as an antique balloon with what levitation was supplied by the bits and snatches of the Strauss score. The best of the week's live dramas was CBS-TV's Studio One production of "Incident of Love" (see below). Some fine performing by Gladys Cooper, Cathleen Nesbitt and Vincent Price raised the Alcoa Hour's production of Sidney Carroll's "Sister" (NBC-TV, Sunday night) well above the level of routine melodrama, which it might otherwise have been. Wednesday night NBC-TV's Kraft Theatre presented an off-beat but always exciting study of frontier life, "Prairie Night," by John Victor Jory turned in a vital, forceful performance as a Bible-reading farmer whose one passionate desire, a son and heir, is denied by Martha Scott, if a little too pretty, was appealing as the better of the childless pair.

Julius La Rosa, subbing for Perry Como (NBC-TV, Saturday, July 21) employed a sort of stylized county fair format, but the show would have been pleasant variety anyway, what with Joni James, Paul Winchell and a remarkably articulate parrot on hand. Arthur Godfrey Wednesday night, for his last CBS-TV Friends show of the season, employed a sort of video format, realistic and non-stylized since it was originating live from Frontier Park in Cheyenne, Wyoming. Lots of fun. Elsewhere in the week, and in greater detail:

STUDIO ONE SUMMER THEATRE: "Incident of Love," CBS-TV, 1 Hour, 10 P.M., EDT, Monday, July 23, 1956. Live, from New York. For Westinghouse.

Producer Robert Herridge and hard-working director, Karl Freund, after a series of ambitious but never wholly successful shows, Monday night finally came up with a production that was effective in all departments. Not so surprising, perhaps, "An Incident of Love," with a script by William T. DeMunnich, by not aiming so high, actually attained a sense of poignancy and even poetry far above several earlier, more self-conscious shows. It was the simple but extremely emotional tale of a young, blind woman who lives with his well-meaning but small-minded mother who broods upon the automobile accident which not only cost him his sight and occupation as a commercial artist, but also his wife and child. Into his life comes a pretty, various housewife who lives across the hall with her husband and children. What starts out as a simple friendship between the pair, turns into a love which cannot have

a happy ending: the confused lady still loves her husband and children. The incident, however, brings the blind man out of his lethargy and sets him on his way toward exerting his long-needed independence from his mother. The show was beautifully acted by Jack Lord and Lois Nettleton, as the blind man and the wife, respectively.

THE CHARLES FARRELL SHOW. CBS-TV, ½ Hour, 9 P.M., EDT, Monday, July 23, 1956. Film For General Foods and Procter & Gamble.

There is a mild sort of lightweight entertainment in this Charlie Farrell show, which is serving currently as a Summer replacement for Lucy, aiming at another spot of its own come Fall. At this writing it would appear that Lucy is in no danger of displacement when the Summer is over, but probably a comparison with that ranking show is unfair. As a matter of fact one of the weaknesses of the Farrell show is Charlie Farrell, and that largely by reason of his voice, which carries little in the way of strength or conviction. However, as produced by Gordon T. Hughes, directed by Ralph Murphy and written by John L. Greene, all for Hal Roach Studios, the subject is amusing. Farrell is ensconced at his exclusive Racket Club and finds himself facing the problem of the youngster who fancies herself in love with him. It's that kind of to-

do, but it has good production values, a satisfactory cast and a laugh or three.

GUNSMOKE, CBS-TV, ½ Hour, 10 P.M., EDT, Saturday, July 21, 1956. Film. For L & M Cigarettes.

A high order of suspense and an unusually effective set of professional performances bring this Hollywood-produced film readily a cut and a half above routine material of like nature. It's a Western, based on the refusal of southern soldiers after the Civil War to accept the fact that the war has ended. One of the most impressive performances in a long while is offered by Aaron Spelling as the timid, utterly innocuous guitar-playing wanderer. He makes the mistake of referring to his service in the Union army and as a result is very nearly hanged by two savage cowhands who had served in the Confederate army. An unusual twist at the conclusion gives an added piquancy to the production as a whole. Decidedly this is an above-average show, and considerable credit is due Harry Horner, who directed for Filmaster.

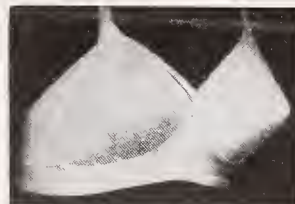
THE CHEVY SHOW: Fred Waring Anniversary NBC-TV, 1 Hour, 8 P.M., EDT, Tuesday, July 24, 1956. Live, from New York. For Chevrolet.

Fred Waring and his Pennsylvanians once again demonstrated a dozen or so good reasons why they are probably the most indestructible force in show business. Their special 40th anniversary production last week, a huge musical smorgasbord, was a practically perfect presentation of the Waring style which ranges without hesitation from rhythm and blues through the light classics to spirituals, hymns and elaborately patriotic anthems. Young producer-director Bill Hobin provided Mr. Waring with a stunning physical production, including artful camera work, and although Jack Dolph's script, spoken as commentary by Mr. Waring, was pretty fulsome and not exactly modest, it provided easy transition from one mood (and Roy Ringwald arrangement) to the next. The prominence of Fred, Jr., in last week's production also serves notice that the Waring style is quite likely to be around for another 40 years at least.

TELEVISION'S BIG CHANCE!



TV Today photo



POSSIBLY THE FIRST MAN in history (television, that is) to plan plant expansion and project increased business (the next two years, from \$40,000,000 currently to \$120,000,000) on a television campaign—is A. W. Spanel, Latex Corporation board chairman. At the luncheon announcement last week (along with his marketing vice-president, A. B. Peterson) he says his concept of using television is to "saturate it." So doing, he will use Matty Fox's huge film library seven days per week, 10 times per day in 100 "first" markets, which he says reach more than half the seeing customers. They will see not only the familiar products of Latex and Playtex, but as demonstrated at the luncheon clippings from filmed spots (above), a new venture, Isodine, the iodine which does not sting.

SPOTLIGHT

(Continued)

recording industry and the omnipresent disc jockey, who can change performers with the flip of a platter, the target housewife will show the necessary marked preference for the live music.

Kagran Changes Name

► Another firm has changed its monicker. To highlight the con-

tinuing development of the Kagran Corporation in the areas of television film production, distribution, merchandising and related enterprises, the name of the NBC subsidiary has been changed to California National Productions, Inc. According to Alan W. Livingston, president, "the earlier inclusion of NBC Television Films within our corporate framework and plans for additional activities mean that this company is greatly expanding its operations. We feel, therefore, that the name of the company should suggest our principal activities."

EVERY DAY
ON EVERY CHANNEL

**BROOKS
COSTUMES**

3 West 61st St., N.Y.C. • Tel. PL. 7-5800

play it while it's **HEADLINE HOT!**

New York World-Telegram

The  Sun

Night

Jamaica Scratches

School News, Page 29
Civil Service, Page 16

IN TWO EDITIONS
SECTION ONE

Local Forecast: Mostly fair and less humid today, tonight and tomorrow. Weather Forecast on Page 31.

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NEW YORK, THURSDAY, JULY 26, 1956.

VOL. 123—NO. 274—

Entered as second class matter.
Post Office, New York, N. Y.

ANDREA DORIA SINKING TITANIC IS AVAILABLE IMMEDIATELY!

In response to exhibitor demand, 20th is making available at once every print of this picture, all over the world! Contact your 20th Branch Manager today!



20th CENTURY-FOX presents

TITANIC

starring

Clifton WEBB • Barbara STANWYCK

ROBERT WAGNER • AUDREY DALTON • THELMA RITTER

with BRIAN AHERNE
RICHARD BASEHART

Produced by CHARLES BRACKETT • Directed by JEAN NEGULESCO

Written by CHARLES BRACKETT, WALTER REISCH and RICHARD BREEN

All
the News
That
Is News



MOTION PICTURE DAILY

Concise
and
to the
Point



Vol. 80, NO. 21

NEW YORK, U. S. A., TUESDAY, JULY 31, 1956

TEN CENTS

Round-Table View

Talent Via TV But No Stars, SPG Is Told

Eight Producers Concede Adds to Story Material

By WILLIAM R. WEAVER

HOLLYWOOD, July 30—Television enriched Hollywood's talent supply so far as character actors and secondary players are concerned, but it has furnished no stars. Similarly it has amplified Hollywood's supply of dramatic material, although not in a way adequate for filming. These are consensus conclusions reached by the Screen Producers Guild at a round-table meeting with the press at the Brown Derby today. Walt Disney, Jack J. Gross, Harold Hecht, Walter M. Mirisch, Harriet Parsons, Martin Rackin, William Thomas and Jerry Wald comprised the SPG panel. Wald declared, "We are a talent source, Wald declared," (Continued on page 5)

Minneapolis Newspaper Code Bars 'Suggestive' Ads

Special to THE DAILY

MINNEAPOLIS, July 30—A new code of ethics and standards for motion picture advertising which forbids promotion of "suggestive and violent" pictures, "films of violence" and "erotic" shows, has been adopted by the "Minneapolis Star" and its sister newspaper, the "Tribune," here. The code is said to give the Star's advertising department complete control. (Continued on page 5)

Blaustein Is Against Censor 'In Any Form'

"I don't mind making a film because it is controversial," Julian Blaustein, Phoenix Corp. producer, said concerning his new film, "Storm Center" starring Bette Davis, which Columbia is releasing shortly. Blaustein also said at a trade press luncheon at Toots Shor's yesterday, "I don't think censorship in any form is good. I don't care if it comes from the government." (Continued on page 4)

Eisenhower Has Until Aug. 10 To Make Up His Mind To Approve or Veto Tax Bill

From THE DAILY Bureau

WASHINGTON, July 30—President Eisenhower has until August 10 to make up his mind whether to sign or veto the bill exempting from the Federal tax all admissions of 90 cents or less. If the President signs, the new exemption will become effective on Sept. 1.

The bill, H.R. 9874, was formally presented to the White House today. The president has 10 days in which to act, but Sundays are not counted.

TOA Studies 'King' Release B.O.-Building New Pattern in London Area

From THE DAILY Bureau

CHICAGO, July 30—The 50 promotional-minded exhibitors attending the Theatre Owners of America showmanship forum at the Edgewater Beach Hotel here today and tomorrow have been divided into eight groups in order to study ticket-selling ideas.

The eight committees, all representing a cross-section of the nation, will report late today or early tomorrow to the entire TOA forum on their progress.

The exhibitors have been meeting on various ways and means of boosting the box office and to explore new avenues to boost patronage. The two-day meeting, conducted under the auspices of TOA, is being presided over by Ernest Stellings.

By PETER BURNUP

LONDON, July 30—James Pattinson, managing director for 20th Century-Fox, today announced a new and "revolutionary" distribution pattern for "The King and I" in the London area.

For several years London has been divided into three separate areas involving three successive weeks of release for top pictures, a clearance plan which has long been a bone of contention for exhibitors playing the second and third weeks. For "The King and I" Pattinson has arranged two release dates, October 8 and November 1. (Continued on page 4)

On Third Anniversary

See 40,000 Houses Equipped For CinemaScope by Sept.

Approximately 40,000 indoor and drive-in theatres throughout the world will have installed CinemaScope equipment by September, the third anniversary of the introduction of the wide screen process, according to a 20th Century-Fox home office sales executive.

CinemaScope, according to the film company's latest installations charts, is presently installed in 17,385 indoor and outdoor domestic theatres and in 18,496 foreign theatres. Orders on hand for foreign installations in mid-July would bring the total to 20,522.

The Fox sales official pointed out that in the United States and Canadian market the wide-screen process is most in use with one-track optical sound as 12,775 theatres employ it. Four-track magnetic sound is installed

in 3,665 theatres. CinemaScope equipment is installed in 12,967 indoor theatres; 3,601 drive-ins; 639 service installation and 178 non-theatrical situations, he said.

It was pointed out that among the 20th-Fox exchanges, the New York territory has the greatest number of CinemaScope installations—833 in mid-July. The Charlotte territory has 822 installations; Atlanta, 785; Washington, 766, and Dallas, 716.

The European market has 33,155 installations. (Continued on page 5)

Western

UA To Release 'Peacemaker,' Makelim Film

Producer Has Four More For Probable Production

By JACK EDEN

(Picture on Page 5)

Producer Hal R. Makelim's "The Peacemaker," will be released later this year by United Artists, he said yesterday at a trade press conference here. While not specific about any immediate production plans, he said four properties, "Desperate Men," "The Case of Julia Walton," "The Gay Primitive" and "Turia," are under study and might also be released by UA.

Makelim said "Peacemaker" was filmed at a cost near \$400,000 which was only made possible "by a lack of overhead at the RKO Pathe Studios." The western drama stars James Mitchell and Rosemarie Bowe.

Makelim had much to say about the guaranteed play-date plan he offered. (Continued on page 5)

Lapidus Presides Today At Phila. WB Meet

Special to THE DAILY

PHILADELPHIA, July 30 — Jules Lapidus, Warner Bros. Eastern and Canadian division sales manager, will preside over a two-day sales conference of the company's key distribution personnel in the central, metropolitan and eastern districts at the Warwick Hotel here beginning tomorrow. The meeting follows the recent district managers conference held by general sales manager Roy Haines at the home office. Warner product for Fall and Winter will again highlight the sessions.

Field sales heads attending include... (Continued on page 4)



Jules Lapidus

PERSONAL MENTION

ALFRED HITCHCOCK and Mrs. HITCHCOCK will arrive in New York from England today aboard the "Queen Elizabeth."

SOPHIE HOHNE, of Sterling Films, will leave New York tomorrow for London via B.O.A.C.

MIKE TODD arrived in New York yesterday from the Coast.

GAEL SULLIVAN of the advertising-publicity department, Magna Theatre Corp., was in Boston yesterday from New York.

MARTIN DAVIS, Allied Artists Eastern advertising-publicity director, has left New York for a vacation at Northport, L. I.

SOL C. SIEGEL, producer; **SAUL CHAPLIN**, his assistant, and **GEORGE CUKOR** returned to Hollywood yesterday from New York.

EDWARD F. O'CONNOR, formerly manager for Loew's International in Tokyo and recently named to the managerial post in Cuba, is vacationing at Cape Cod before taking over his new duties in Havana.

DONALD H. NATHAN, service manager of Paramount International, is the father of a boy born to Mrs. NATHAN at Doctors Hospital, Freeport, L. I.

ANITA EKBERG arrived in New York yesterday from Hollywood, and will leave here on Sunday for London.

EMERY AUSTIN, M-G-M exploitation head, and **CHARLES FELLERMAN**, press representative, have returned to New York from vacations.

MAURICE SILVERSTEIN, liaison between M-G-M and its independent producers, has returned to New York from the Coast.

JOHNNY GREEN, M-G-M studio music head, returned to the Coast yesterday from New York.

LELAND HAYWARD, talent agent, will leave here tomorrow for London via B.O.A.C.

LOUIS DE ROCHEMONT, **BORDEN MACE**, president of Louis de Rochemont Associates, and **WILLIAM COLLERAN**, director, will return to New York today from Philadelphia.

Allied States Will Answer SSBC Report

From THE DAILY Bureau

WASHINGTON, July 30 — Allied States Association is preparing an official reply to the Senate Small Business sub-committee report on motion picture industry trade practices made public late last week, according to **Abram F. Myers**, board chairman and general counsel for the national exhibitor association.

Myers said yesterday that he conferred with president **Rube Shor** over the telephone regarding the SSBC report and that he expects to have the Allied reply available sometime today.

RCA Sales Show Rise In First Half of Year

Sales of products and services of the Radio Corporation of America and subsidiaries during the first six months of 1956 totaled \$526,488,000, exceeding by eight per cent the previous record established in the first half of 1955, the company has announced.

After federal income tax deductions, RCA earnings totaled \$20,037,000 for the six month period.

The net profit, after payment of dividends on preferred stock, represents earnings on common stock of \$1.32 per share, compared with \$1.46 per share earned in the initial half of 1955.

Previews for 'Attack'

The Associates and Aldrich production of "Attack," war drama starring **Jack Palance** and **Eddie Albert**, has been set by United Artists for special showings in 14 key cities for veterans organizations, combat correspondents, and former editors and reporters of the service publications, "Yank" and "Stars and Stripes." Cities participating in the previews slated for August are New York, Los Angeles, Washington, Chicago, San Francisco, Denver, Cleveland, Detroit, Dallas, New Orleans, Boston, Cincinnati, Milwaukee and Albany.

Phila. Theatre Sued

PHILADELPHIA, July 30 — The Viking Theatre, a first-run operation here, has been sued by the Universal Film Exchange, for unpaid film rental in Philadelphia Common Pleas Court. The complaint alleges that the theatre licensed "There's Always Tomorrow" at a minimum film rental of \$17,500 and "Never Say Goodbye" at a film rental of \$22,500. The theatre paid only \$6,922.74 on the first film and it has made no other payments, it was charged.

Eastman 6-Month Sales Earnings "Best Yet"

ROCHESTER, N. Y., July 30—Sales and earnings of Eastman Kodak Company for the first half of 1956 were "the best the company has had for any corresponding period," it was reported by **Thomas J. Hargrave**, chairman, and **Albert K. Chapman**, president.

Consolidated sales of the company's U.S. establishments for this period amounted to \$325,110,431, an increase of 2.9 percent over last year's \$315,850,102. Net earnings after taxes amounted to \$38,753,316, a 6.6 percent increase over the \$36,365,989 earned in the first half of 1955. The previous best first half for sales and earnings was in 1955.

Net earnings were equal to \$2.11 per share on 18,277,260 common shares outstanding, compared with \$1.97 a share on the same number of shares outstanding at the close of the 1955 first half. Earnings were 11.9 percent of sales compared with 11½ percent a year ago.

Pre-Tax Earnings Rise

Pre-tax earnings were \$83,274,031 compared with \$79,544,759 for the first half of 1955. This was an increase of 4.7 percent. Provisions for income taxes amounted to \$44,520,715, which was 3.1 per cent more than the \$43,178,770 provided in the first half of 1955.

"Our business continued to move forward in the first half of 1956," Hargrave and Chapman said. "Photographic products, plastics, and chemicals showed good sales gains. Sales of textile products, however, as well as sales to the government of special military products, were lower. It is expected that company business will continue at a good level in the second half of the year," the Kodak executives said.

TV, Screen Producers to Integrate Their Guilds

HOLLYWOOD, July 30 — The Screen Producers Guild and the National Society of Television Film Producers today announced a decision to integrate.

SPG president **Samuel G. Engel** and NSTFP president **William Self** stated jointly, "It is our firm conviction that this unification of production brains and heart of our industry offers the greatest single step toward production integration and development of new talent in the past decade. We are determined that organization integration of producers will bring a powerful impetus to the development of additional creative talent for the healthy advancement of the film industry."

SPG was formed in 1950; NSTFP in 1949.

... NEWS ROUNDUP

Cleveland Uptown Sold

One of the largest theatre properties in Cleveland, the Uptown Theatre and Uptown Theatre Building, has been sold for \$200,000 by the Uptown Variety, Inc., Co., headed by **Myer Fine**, **Abe Kramer** and associates. It was purchased by the Uptown Investment Co., owned by **Harry Lemel** and **Herbert Welch** of Mansfield, Ohio.

Premiere to Aid Museum

The National Cowboy Hall of Fame will be the sole beneficiary of the Oklahoma City premiere of **Rodgers and Hammerstein's "Oklahoma!"**, the first film produced in Todd-AO, to be held at the State Theatre, on Aug. 8.

'Trapeze' in Tokyo Aug. 8

Hecht and Lancaster's "Trapeze" released by United Artists will have its Far Eastern premiere at the Toei Gekijo in the Japanese capital on Aug. 8, it has been announced by **Arnold M. Picker**, UA vice-president in charge of foreign distribution.

Seven Films Start, 7 Finish

With seven new pictures starting and seven others being completed in Hollywood, the production chart for this week showed a total of 51 pictures in work.

NEW YORK THEATRE

RADIO CITY MUSIC HALL—
Rockefeller Center
TYRONE POWER • KIM NOVAK
in
"THE EDDY DUCHIN STORY"
in CinemaScope and Color
A Columbia Picture
and SPECTACULAR STAGE PRESENTATION

MOVIELAB
TV FILM SERVICE CENTER
AVAILABLE
★ EDITING room
★ STORAGE room
★ OFFICES
★ SHIPPING room
PROJECTION ROOM FACILITIES
MOVIELAB THEATRE SERVICE, INC.
619 W. 54th St. • New York 19 • JUdson 6-0386

PEOPLE

ed W. Kline has been elected president, and Len Simpson executive president, in a reorganization of Walter E. Kline and Associates. The reorganization followed retirement of Walter E. Kline from active management of the firm. Fred Kline and Simpson will also continue their participation in Kline-Simpson and Associates.

ter Alford, head of Alford Productions, Toronto, has joined Associate Screen News, Ltd., as a film director. Arthur Carrier and Kevin Clark, of the A.S.N. laboratory division, have been named assistant film directors for the company.

ed Thacker, general manager of the North and the South Drive-In Theatres of Marion, Ohio owned by Grace Adams, president of the Independent Theatre Owners of Ohio, was elected State Commander of the American Legion during its recent convention in Cleveland.

Stephen Kambourian of Transfilm, commercial and industrial film producers, has been named supervising editor and assistant to John Fenwick, vice-president.

Attendance Up

London Theatres Not Hurt by TV, Board of Trade's Statistics Show

From THE DAILY Bureau

LONDON, July 30—Attendance figures for cinemas in the London area which is served by the Independent Television Authority show admissions for the 13 weeks ending March 31, 1956 were 4.4 per cent above the last quarter of 1955 which is slightly higher than the average increase for the country as a whole.

The figures will be published Wednesday in the "Board of Trade Journal."

The "Journal" warns, however, that conclusions which are drawn from these figures are limited since figures are unavailable for earlier periods. It adds, however, "all that can be deduced from the figures is that the position for cinemas does not seem worsened as a result of the greater availability of commercial television." It is the first time the "Journal" has analysed cinemas in those areas served by the ITA.

The "Journal" also announced that total attendance in 4,437 cinemas in England for the first quarter of 1956 was 285,000,000 compared with 309,000,000 for the first quarter of 1955—a drop of eight per cent but a 3.1 per cent gain over the last quarter of 1955. Gross earnings for the first quarter of this year were £26,078,000 (\$73,018,400) which is 5.7 per cent below the first quarter of 1955 but 4.3 per cent above the last quarter of 1955.

O'Neil Appoints 40 To Community Group

Forty leaders in communications have been named to the radio-television-films committee of the United Community Campaigns of America, the voluntary fund-raising effort for health and welfare agencies, it was announced by Thomas F. O'Neil, chairman of the board and president of RKO Teleradio Pictures and chairman of the board of Mutual Broadcasting System, who is serving as chairman of the committee.

The 40 volunteers will spearhead the national promotion effort in behalf of the annual Fall appeals of more than 2,000 local United Funds and Community Chests.

The committee includes Joseph M. Allen, Erik Barnouw, Walter Bunker, Milton Burgh, D. W. Burke, Edmund L. Cashman, Philip H. Cohen, James Cope, Richard Depew, Edwin W. Ebel, John H. Eckstein, J. S. Fish, Frank M. Folsom, Irving Gitlin, Leonard H. Goldenson, John Halpern,

TV Revenues Up in 1955

From THE DAILY Bureau

WASHINGTON, July 30 — Total broadcast revenues of the four television networks (reduced to three networks when DuMont ceased operations September 15, 1955) and 437 stations in 1955 increased by \$151,700,000 over the preceding year to a record total of \$744,700,000, the Federal Communications Commission has announced. The networks and their 16 owned stations took in \$374,000,000 of the total in 1955, an increase of \$67,300,000 over 1954.

Subtracting broadcast expenses, the TV industry had net broadcasting income before Federal taxes totaling \$150,200,000 in 1955, up from \$90,300,000 the year before. The networks and their stations pulled in \$68,000,000 of the net in 1955, compared to \$36,500,000 in 1954.

Harold M. Hoffman, Cornell Jackson, George Laboda, Abe Lastfogel, James L. Macwithey, Sig Mickelson, Charles F. Moore, Jr., James C. Petrillo, John B. Poor, Hubbell Robinson, Jr., Henry Schacht, Ade Schumacher, Craig Smith, W. T. Smither, Edward Stanley, Frank Stanton, Albert R. Stevens, George T. Sweetser, Wayne Tiss, Lewis H. Titterton, J. L. Van Volkenburg, H. Paul Warwick, David A. Werblin and George Wolf.

EXPLOSIVE SERIAL ACTION!

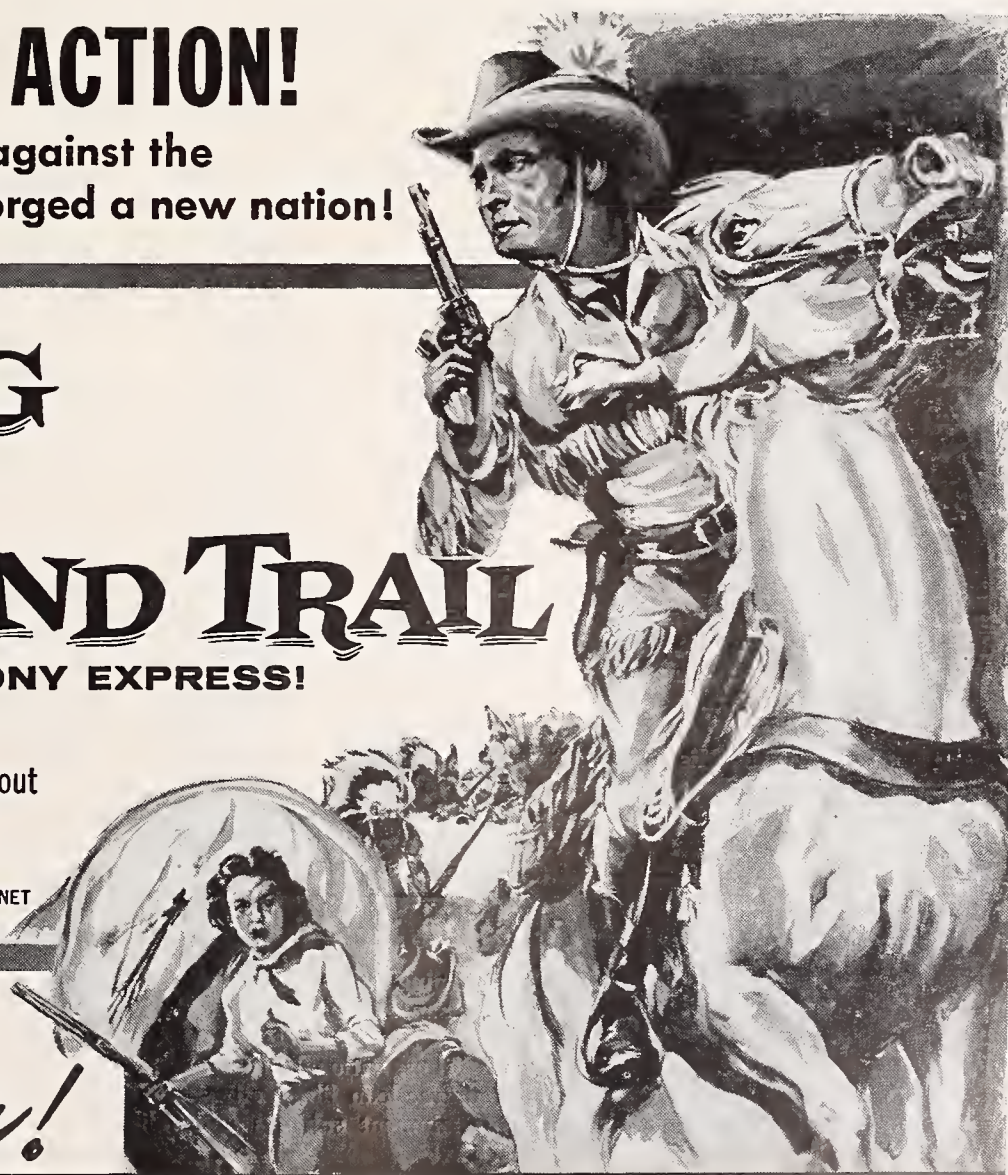
Savage fury unleashed against the men and women who forged a new nation!

BLAZING THE OVERLAND TRAIL

HEROES OF THE PONY EXPRESS!

starring
LEE ROBERTS as Tom Bridger, Army Scout
with **DENNIS MOORE** • **NORMA BROOKS**
GREGG BARTON • **DON C. HARVEY**
Story and Screen Play by **GEORGE H. PLYMPTON**
Produced by **SAM KATZMAN** • Directed by **SPENCER G. BENNET**

A BANG-BANG CAMPAIGN BOOK TO SELL A
BANG-BANG SERIAL *from Columbia!*



"Appeasement"

Mason Hits Emphasis on Pre-Selling

By LESTER DINOFF

The major producing companies "go all out to appease big and small pressure groups" when they make "controversial" pictures in order to secure the best reception for the film, producer-director-actor James Mason, who recently completed "Bigger Than Life" for 20th Century-Fox has charged.

Mason, who also declared the major studios are operating under production mandates which say that "all upcoming product must be pre-sold," said his first film for 20th-Fox "could be construed as an attack on the drug industry. However, from a personal standpoint, the complaints from the drug and pharmaceutical industries don't break my heart, for I personally would like to see people using less drugs and medications as I don't believe in them."

Sees 'Boost for Cortisone'

The 20th-Fox producer, speaking in a trade press conference held at the home office yesterday, said that "Bigger Than Life" is actually a "strong boost for cortisone and the film has received the endorsement of the American Medical Association." He did not have any difficulties with the Production Code Administration in securing a Code Seal, he said.

Mason said he wished the film could have been made by his own production company. "As an independent, I could have disregarded all complaints by interested parties about the handling of the story and would have injected some wise cracks," Mason said.

Urges Fight on TV

"We can't depend on bigger and more spectacular films as the major source of revenue," he continued. "We should fight television, with stories which are controversial, timely and daring. The competition of television is keeping the motion picture industry from developing new stars and personnel and unless we overcome this, our films will not regain their stature as the top entertainment medium."

Mason said he will leave here for a European vacation shortly. His next acting role will be in the Darryl F. Zanuck production of "Island In The Sun," shooting to start in October.



M. P. DAILY PHOTO

HIS OPINIONS on a variety of things (including cortisone) are given New York newspaper and film industry trade writers by producer, director and actor James Mason, yesterday in the 20th Fox board room.

Lapidus

(Continued from page 1)

central district manager William G. Mansell, headquarters in Philadelphia, and branch managers J. S. Abrose, Cincinnati; William Twig, Cleveland; C. W. McKean, Indianapolis; Charles Beilan, Philadelphia and Jack Kalmen-son, Pittsburgh; Metropolitan district manager Ben Abner, headquarters New York, and New York branch manager Earnest Sands; Eastern district manager Ralph J. Iannuzzi, headquarters Boston and his branch managers R. S. Smith, Albany; William Kumins, Boston; Nat Marcus, Buffalo, and Angelo Lombardi, New Haven; and district manager Robert Smeltzer of Washington, D.C. and branch manager Ben Bache of Washington, D.C.

Home office executives attending include Roy Haines; Norman H. Moray, short subjects general sales manager, Robert A. McGuire, auditor of exchanges, and Larry Leshansky, supervisor of exchanges.

Ohio Newspaper Cites 'King' in 2 Editorials

YOUNGSTOWN, OHIO, July 30—The recent engagement of "The King and I" at Shea's Paramount Theatre here resulted in some unusual publicity breaks for the film including two editorials in the Vindicator. One of the editorials was a reprint of a column by R. H. Gardner in the Baltimore "Sun" which said the film was "the best musical ever filmed." The other said it was "an example of the film art so developed that no other medium can rival it. . . ." In addition, there were also several picture layouts. Gerald Shea, president of the circuit, said "more nationwide plugs of this type would be really helpful."

Coast Office Planned

The opening of a new film exchange in San Francisco on or about Aug. 15 has been announced by Association Films, national distributor of sponsored free-loan films, educational and entertainment subjects and religious films.

'King and I'

(Continued from page 1)

November 12. For the first date he selected a choice theatre in each of 25 zones which contracted to play the picture for a minimum of two weeks. Releases for the later date will follow the usual plan.

The experiment will inevitably be closely watched by other distributors and is likely to cause a rumpus on the joint CEA-KRS committee.

Pattinson said the new plan was demanded by the outstanding quality of "The King and I" but many believe it may well lead to the unsnarling of the present unsatisfactory pattern.

'Boy on a Dolphin' to be 3rd In CinemaScope 55

Production of the third 20th Century-Fox film in the CinemaScope 55 process, "Boy on a Dolphin," will begin late next month in Greece, according to the company.

Jean Negulesco will direct the Richard Breen and Walter Reisch screen-play that will have Clifton Webb in one of the leading roles. Both Negulesco and cameraman Milton Krasner are en route to Greece to plan the production.

N. H. Projectionist

NEW HAVEN, July 30—Matthew Kennedy, a theatre projectionist for three decades here, is dead, following lengthy illness. Business agent of Local 273, IATSE, for many years, he had worked in the booth at the Paramount and Loew's Poli College Theatres.

PR Film Co. Moves

Modern Talking Picture Service, Inc., distributor of business public relations films, moved into new and larger quarters here yesterday, Frank H. Arlinghaus, president, has announced. The firm has taken over the entire eighth floor at 3 East 54th Street.

Blaustein

(Continued from page 1)

Legion of Decency, B'nai B'rith United Auto Workers."

Declaring that as picturemaker and his partner Daniel Taradash "interested in entertainment business, if it isn't entertainment primarily, it flops," he added, "The Center' has a tremendous and usual appeal to women. We will enlist the aid of women's organizations at the local level, and we will utilize local speakers, direct mail campaigns and other devices for getting this film across to the public."

Blaustein added: "If we are successful in putting this picture on it will open up interesting avenues for launching and handling motion pictures on a commercial basis." A September opening in New York planned for the film. Blaustein's next film, "Guard of Honor," for Columbia release, will deal with desegregation in the Air Force. Shooting, he added, commences in Orlando, Fla. in September.

'Ambassador' Sets New Record In Chicago Box Office

Norman Krasna's production, "Ambassador's Daughter," has established an all-time house record in first three days (\$12,563) of its week-long premiere engagement at the Escalante Theatre in Chicago, it was announced yesterday by William J. Heiner, United Artists vice-president in charge of distribution.

Returns for the CinemaScope have set records for individual films as well as the greatest three-day total in the history of the theatre was stated.

The UA release will have its eastern and western regional premieres in Philadelphia and Los Angeles next week. Krasna directed the film and is now in Philadelphia for personal appearances in connection with the debut at the Randolph Theatre there.

Roxy Poll Shows Many See 'King' More Than Once

A large number of the patrons standing in line at the Roxy Theatre here, where the attraction is the Century Fox "The King and I," had seen the picture before and are back for a second, third or fourth visit. This was disclosed by the theatre management, following a poll of patrons to determine how many were attending a "repeat performance."

For the past two weeks several thousand patrons of the close to half a million people who have attended the theatre during the film's five-week run have been polled. An "incredibly large percentage, more than for any film in the 29-year history of the Roxy," it stated. One patron had seen it five times and said she had every intention of returning again!

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TV Talent

(Continued from page 1)

has served Hollywood producers representing a large number of players who might not have come to attention otherwise, but he declared they have become stars.

Jackin said tv performs the same function as summer stock and amateur tricals, but more conveniently. He pointed out tv has turned up many excellent character players, mentioning that he is using several in upcoming Hecht-Lancaster productions.

He said the Hollywood policy with respect to tv performers should be put out in pictures and, if they are satisfactory, keep them off tv thereafter.

Must Be 'Worked Over'

As to material, Hecht, who produced "Marty" from a tv original, and Schlesinger, whose "Crime in the Streets" taken from tv, joined in general agreement that motion picture producers can find suitable picture material on television about as often as in other fields, such as books, magazines, original works, but no more so, that tv material has to be worked over extensively for screen purposes. When these basic matters, named in the prescribed topic, had been considered, discussion turned to whether motion picture stars should be permitted to appear regularly, or often, on television, either in connection with plugging a picture or otherwise. Opinion on this point was almost unanimously against such appearances.

Thomas Cites an Example

Thomas, naming names, declared a main star whose salary was \$150,000 per picture until she started a series of programs last fall cannot command one-fifth that amount today. Jackin said talent agents have been leading stars into accepting television work on the grounds they can acquire valuable residuals, whereas, often, they wind up with their motion picture value sharply reduced by their fan popularity cut down by production of inferior material, production direction given them on tv.

Disney said he believes, as in the opinion that tv properly handled, motion picture's best means of exhibition. He said he realized, when he started on tv, that this new advertising medium, which he uses in connection with magazines and other media, was unpredictable, as to its revenue but decided to spend substantially on the theory that tv results would be proportionate.

Disney Doing All in Color

Disney said he spent \$700,000 on making three hour-long Davy Crockett shows, for which he received only \$10,000 from tv, and later spent \$10,000 more to convert them into theatrical-feature form. He said he had not made any profit from television directly, and is "still investing in tv exploitation," but is doing all shows in color so that, "when color comes, we can go around again with them."



M. P. DAILY PHOTO

HAL MAKELIM

'Peacemaker'

(Continued from page 1)

in 1944-45 which "fell through only because of a lack of capital. We had enough contracts," he added, "but not enough money."

Some 3,447 exhibitors had signed for the plan, he continued, but "we found they were not sufficient to pay for negative costs. We needed \$2,000,000 in order to make the plan feasible. As it was, it cost me \$334,000 just to promote it."

It is Makelim's opinion that low-cost films have as good a chance at the box-office "as do the spectaculars. It's not the budget that counts; it's the story, the performers and what entertainment it offers." He said there is a trend among exhibitors toward "a more discriminatory policy in booking films." They ask for new faces, he added, but want the new personalities to have a name that draws. "They need product and, if properly presented, exhibitors will play it over and over."

Pennsylvania Suit Hits 'Competitive Bidding'

PHILADELPHIA, July 30 — The legal issue as to whether a "split" is more desirable than "competitive bidding" has been raised in a complaint filed in U.S. District Court here by William Goldman Theatres against S. H. Fabian, Fabian Theatres, Jay Emanuel and Jay Emanuel Theatres.

Plaintiff alleges its Astor theatre in Reading, Pa., is a qualified first-run house and played pictures on a split with Emanuel's Park for years. However, in May, 1956, when plaintiff took over operation of the theatre, Emanuel refused to continue the arrangement and "competitive bidding" was instituted for Reading "to deprive plaintiff's Astor theatre of a proper and fair supply of first-run product."

NSS Traffic Mgr. Dies

Abraham Schiff, 77, traffic manager of National Screen Service home office here died of a heart attack, last Wednesday, in Flushing Hospital, Queens. Schiff joined NSS in 1942 after working as traffic manager for M-G-M in New York. He is survived by his wife, a daughter, a son, and two grandchildren.

See Continuation of 32¢ Minn. Paper Admission Price In Mex.

Special to THE DAILY

MEXICO CITY, July 30—A strong indication that the 32 cents admission price for local theatres will continue was voiced by sources close to top producers and City Hall here. They say the ceiling, established in December, 1952, is giving results that surprise both the Government and the film trade.

Attendance Rising

These sources cite the fact that top first-runs are doing more business recently with good Mexican pictures. It is reported more people are attending films due to the new high wage scales while secondary and subsequent runs are also benefitting from better first-run business, because they have been forced to improve accommodations, screens and programs to attract patronage.

'Scope Equipment

(Continued from page 1)

theatres of which 10,296 theatres are equipped for CinemaScope. England has 3,106 installations; Australia, 754; New Zealand, 141, and South Africa, 251. Out of 9,737 theatres in the Far East 1,876 have CinemaScope. South America has 8,491 theatres of which 2,072 theatres are presenting the wide-screen process.

(Continued from page 1)

control over copy and illustrations in theatre ads and amounts to "virtual censorship of advertising" with the power to accept or reject placed in the hands of a board which one newspaper executive here described as an "anonymous committee of advertising department employees."

Announcement of the code was contained in a letter from Robert Witte, Star-Trib retail advertising manager, to Minneapolis area theatre operators. Noting that a code, "part in writing and part verbal," has been in existence for many years, Witte added that "because there have been changes in the type of picture being shown locally in the past several months," it was believed necessary to adopt a more comprehensive statement of Star-Trib policy.

Readers 'Concerned'

He also said that "we have found an increasing amount of concern on the part of readers toward some motion picture ads which have appeared recently."

It was learned from Harold Hughes, head of the Star-Trib's advertising department that the statements concerning "changes in the type of picture being shown locally" referred principally to the increase in foreign imports at the Twin Cities art theatres.

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**THE BIG ONE
IN MOVIE SELLING**

LIFE's weekly audience is 26,450,000

Source: A Study of Four Media

Int'l Group Elects Head

From THE DAILY Bureau

LONDON, July 30—The General Assembly of the International Federation of Film Producers' Associations is in session here for the first time in Britain. Out of 21 national film producers' associations which are members of the federation 18 are represented at the gathering.

Report by Dr. Gualino

At the opening meeting Dr. Renato Gualino, representative of Italy, who has been president of the International Federation for five years, presented his report on the activities of the federation during the last twelve months. Dr. Gualino then announced that he would not be available for election to the presidency for the ensuing two years. The General Assembly decided unanimously to invite J. P. Frogerais, the representative of France, to be the future president.

The 59-year-old Jacques Pierre Frogerais was formerly vice-president of the International Federation. He holds the same office in the French Union of Producers and Exporters and in the National Confederation of French Cinemas. He is also president of the Union Cinematographique Francais and director-general of the Sigma-Vog Productions and Distribution group.

Council Elected

Following election of the new president, the meeting proceeded to the election of the Administrative Council which is responsible for the conduct of the business of the federation between its annual general meetings. The council has hitherto consisted of 8 members, but in view of the increase in the membership of the federation, and, more particularly, the addition of associations from the East and Far East, it was decided to increase the size to 10.

The meeting decided unanimously that the Administrative Council should in future consist of representatives of the following national associations: Germany, Italy, Japan, Mexico, Pakistan, Spain, Sweden, Switzerland, United Kingdom and United States. Of those countries, Japan and Pakistan become members of the Administrative Council for the first time.

Full Agenda Set

On the Council's agenda are questions of copyright, the international exchange of films and the thorny subject of film festivals. The last mentioned item is likely to be the subject of vexed if not acrimonious debate. Complaints are often to be heard of the allegedly invidious fashion in which films are selected for certain festivals; notably, that at Venice.

The American delegates, it is understood, propose raising the question forcefully.

Waterbury, Conn., Business Bustles

Drive-in Theatres Get Top Films Ahead of First Run Conventionals

Special to THE DAILY

WATERBURY, CONN., July 30—The drive-in theatre has crossed the first-run barrier with firm, resonant tones in this bustling, western Connecticut industrial city.

Waterbury, in the 100,000-plus population class, is believed to be among the first cities in the U.S. with every outdoor theatre in the area opening attractions ahead of the downtown, conventional houses.

There are three under-skys here—the Pine, operated by Frank McQueeney; the Lake, a Bob Schwartz situation; and the Suburban Watertown, owned by the brother team of John and William Sirica and Fred Quatrano.

Three Playing First-Runs

All three were playing first-runs today: U-I's "Toy Tiger" at the Pine; "Pardners," Paramount release, is in Connecticut premiere at the Watertown; and Republic's recently-completed "Dakota Incident" is the Lake's attraction. Grosses are encouraging indeed!

Under normal procedure in a majority of cities, the downtown, hard-top theatres play films first, with only an occasional new picture opening at the suburban drive-in. Most drive-ins function on seven-day (or longer) clearance.

The Waterbury situation may well set the pace for re-study of the booking schedule across the country. None of the three drive-in theatres here believe in limited-budget campaigning;

Sher and Shulman Form Art Theatre Corporation

COLUMBUS, Ohio, July 30—Louis Sher and Edward Shulman, who have expanded their art theatres to seven within the past two years, have re-organized their holdings into the Little Art Theatre Corporation with headquarters here. Theatres include the Heights Art, Cleveland; Bexley, Columbus; Little Art, Yellow Springs, Ohio; Crescent Art, Louisville; Vogue Art, Denver; Coronet Art, Milwaukee, and the recently acquired Rock Hill, Kansas City, Mo.

The last-named, which has been closed the past year, will be completely remodeled prior to a scheduled September 1 opening. In addition to these theatres Shulman, in association with William Flemion, owns and operates the World and Studio Art theatres, Detroit.

'Reef' Sets House Record

Butterfield & Wolf's production of "Secrets of the Reef" has set a new house record of \$1,387 in its opening day engagement at the Baronet Theatre here, it was announced by Frank Kassler, president of Continental Distributing, Inc., distributors of the picture.

their advertising dominates the amusement pages of Waterbury's two dailies, the morning "Republican" and the afternoon "American."

McQueeney got into the first-run picture several years ago, but the Lake and Watertown moves are much more recent. The Watertown project is truly a story of perseverance. Completely demolished during the tragic 1955 floods, the theatre was rebuilt by the Sirica Bros. and Quatrano last winter.

McQueeney sums up the energetic spirit guiding the outdoor theatres here with such brisk-minded advertising copy: "The Biggest Array of First-Run Hits at Your Pine!"

Advertised Widely

The trio do not confine advertising to local newspapers either; nearby town dailies are utilized regularly.

On occasion, the drive-ins tie-in with a radio station for broadcasts of a popular disk jockey from the theatre concession building; clowns and other kiddie entertainers have appeared in playgrounds.

McQueeney, Schwartz, the Sirica Bros., and Quatrano are confident of the future, and are backing their approach with consistent planning.

Other first-runs here are the Stanley-Warner State and Loew's Poli. Some new product opens at times at the Schwartz Ville, a suburban house.

First in Cinemiracle Starts in August

A tentative August date has been set for the start of the first Cinemiracle production, a documentary entitled "The Third Alarm" describing the action and heroism of firemen.

Producer Louis de Rochemont, who will offer five films in the Cinemiracle process to National Theatres under the pact, and director William Colleran are in Philadelphia mapping the location shots for the documentary. Both are due to return to New York today to begin casting for the film that is hoped to go into production late next month.

Pending arrival of the second Cinemiracle camera early this fall, projection and studio equipment is being prepared at the Mt. Eden Theatre in the Bronx which deRochemont has leased and has converted into a studio.

Cinemiracle is also installing what is reported to be the world's largest seamless screen—measuring 36 by 81 feet—at the Mt. Eden Theatre. Elmer C. Rhoden, National Theatres president, said the theatre will be used as much as possible in the screening of the 16 films to be produced in Cinemiracle over a five-and-a-half-year period.

REVIEWS:

Miami Expose

Clover-Columbia

There is little to distinguish Clover Production for Columbia, lease aside from the fact that it may be one of the last appearances of the Edward Arnold. A moderately budgeted crime film, it also has starring roles Lee J. Cobb, and Patricia Medina.

The James Gordon screenplay counts the efforts of police to wipe out a new mob invading Miami. Cobb plays a police lieutenant who takes on the job of outwitting the hood only after his boss, a captain portrayed by Charles Farrell, is killed. Miss Medina, the wife of a dead mobster is used as a guinea pig in Cobb's plan to force the mob to come out into the open. Arnold, one of Miami's leading citizens, is blackmailed into assisting the mob to help a legalized gambling plan. However, Cobb eventually succeeds in dragging the mob out of hiding, saves Patricia Medina's life and eventually wins a promotion for himself.

Sam Katzman produced and Ed Sears directed.

Running time, 73 minutes. General classification. For August release.

The Deadliest Sin

Allied Artists

Sydney Chaplin and Audrey Dalton are the only names of possible interest worth on this side of the ocean for this British import. The story is a rather implausible yarn, is credited to Don Martin and Ken Hughes, and concerns the return to Britain of Chaplin, as a man known to have a sizeable criminal record in the U.S.

Once he sets foot in England, however, Chaplin finds little peace. An evil-minded chap, Patrick Allen, antagonist of Chaplin's shadowy years, attempts blackmail and in the inevitable resulting battle, the intruder is eventually shot by Peter Hammond, a friend of Chaplin's sister, played by Miss Dalton.

A devoutly religious man, Hammond goes to confession. During his episode, his priest, John Welsh, is wounded by a pistol shot. Scotland Yard's John Bentley supervises the subsequent investigation, the outcome of which has Chaplin, hidden in an organ loft, gun in hand, falling to his death from the clock tower as the gendarmes close in.

The Martin-Hughes screenplay establishes little audience sympathy for Chaplin, and this element in itself defeats much of the basic story outline. Hughes has doubled as director. Alec Snowden served as producer. Running time, 75 minutes. General classification. For immediate release. A.M.

Sam Green Dies

YOUNGSTOWN, Ohio, July 30—Sam Green, 53, lessee of the Strand Theatre, here, died in the South State Hospital. His wife, who ran the theatre during his illness, will continue its operation.

All
the News
That
Is News

QP

MOTION PICTURE DAILY

Concise
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to the
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Vol. 80, NO. 22

NEW YORK, U. S. A., WEDNESDAY, AUGUST 1, 1956

TEN CENTS

Forum Results

TOA to Make Brochure on Selling Ideas

Offer 'Tried, Proven' As Well as New Schemes

From THE DAILY Bureau
CHICAGO, July 31—Theatre Owners of America will compile a brochure on all the box-office promotional ideas discussed at its two-day forum at the Edgewater Beach Hotel here, it is reported.

The brochure of ticket-selling ideas, including those which have been "tried and proven" and those which are newly-devised, will be presented to TOA members at the national exhibitor organization's conference. (Continued on page 2)

Trade Circuit Begins Drive Honoring Gage

The seven-week summer showman's drive in honor of Edwin "Pete" Gage, executive vice-president of Waldbaum's Theatres, began yesterday, with the managers of nearly 40 conventional and drive-in theatres competing for the more than \$4,000 in prize awards. The drive, to run from July 31 through Sept. 19, is based on a point system, in which the managers will compete with each other in six categories: gross, expense, attendance, concessions, exploitation and theatre operations. Points are awarded for the best job. (Continued on page 2)

Quigley Awards Judging to Take Place Friday

The judging of entries in the second quarterly competition of 1956 for the Quigley Awards will be held Friday at 11 A.M. at the offices of Quigley Publications.

Acting as judges will be Emery Astin, manager of exploitation, Lew's Inc.; Albert Deane, editor Paramount World for Paramount International Films; and Harry Mandel, national director of advertising and publicity for RKO Theatres.

Allied Renews Demand for Round Table Conference

Judy Garland Booked for Return Palace Engagement

Judy Garland has been signed for a return engagement at the Palace Theatre here starting Sept. 20, according to an announcement yesterday by Sol A. Schwartz, president of RKO Theatres. Miss Garland is currently appearing at the Hotel New Frontier in Las Vegas.

Her return to the Palace will be for a limited, reserved-seat run, it was said. In the new program, produced by her husband, Sid Luft, she will take over the entire second half of the show with other acts going on before an intermission.

'Bus' Barred Until Dec. 1

An injunction restraining 20th Century-Fox from exhibiting its production of "Bus Stop" in the U.S. and Canada until Dec. 1 was granted here yesterday by U.S. District Court Judge Harry Levett.

Releasing of the film, which had been set for August by 20th-Fox was opposed by William Inge, author of the play from which the film is adapted, who said his firm, W-S Bus Stop Corp., had signed an agreement with the film company which included a proviso delaying release of the film. (Continued on page 2)

Film Imports on Rise Steadily in Canada

Special to THE DAILY
OTTAWA, July 31—The Canadian government reports film imports have been increasing steadily, reaching \$4,054,000 in the first four months of 1956, compared with \$3,760,000 in the same period of 1955.

Film imports amounted to \$1,020,000 in April from \$988,000 in March, \$971,000 in February and \$801,000 in April last year.

Myers' Answer to Senate Small Business Report Cites "Reminder" to Help Theatres; Attacks Its Conclusions Anent Arbitration

By J. A. OTTEN

WASHINGTON, July 31—Allied States Association has renewed its bid for a top-level industry conference between distributors and exhibitors to "consider thoroughly what each branch, each organization and each individual can do to rescue the business from the doldrums," it was announced yesterday by Abram Myers and Ruben Shor, board chairman and general counsel.

Allied Compiling Data On U.S. Film Cases

From THE DAILY Bureau

WASHINGTON, July 31—Allied States Association "will compile, publish and disseminate a dossier on the Department of Justice's anti-trust division, with a detailed account of its maladministration in so far as motion picture cases are concerned," Abram F. Myers, National Allied board chairman and general counsel, said yesterday.

Myers said that "the anti-trust division's refusal to enforce the laws and decrees against convicted film companies, its persecution of independent exhibitors and its attitude of almost automatic reaction against exhibitor complaints and suggestions, involves a moral question which will not down."

"It engaged the attention of Allied's board of directors who have authorized its general counsel to compile this dossier," Myers declared.

'High Society' Premiere In Hollywood Tonight

The world premiere of M-G-M's "High Society" will be held tonight at the Pantages Theatre in Hollywood where celebrities from the entertainment world will pay tribute to Cole Porter on his fortieth year as a composer. Porter wrote his first original film score in ten years for the film, which is a Sol C. Siegel production in VistaVision and color.

The picture is scheduled to have (Continued on page 2)



Ruben Shor

Abram Myers

and president of National Allied, respectively.

The call for a "roundtable conference" will be formally presented by Shor to the company presidents "in a day or so," according to the national Allied announcement which was concerned with the Senate Small (Continued on page 4)

Berger Calls SSBC Report Blow to Small Exhibitors

Special to THE DAILY

MINNEAPOLIS, July 31—The report of the Senate Small Business Committee is a "disheartening blow to the nation's small exhibitors," Benjamin N. Berger, chairman of national Allied's Emergency Defense Committee, said here today after studying the 91-page report.

Predicting "tremendous casualties" among the small theatres, Berger said that the only bright spot in the report was the committee's hope that leaders of both distribution and ex- (Continued on page 5)

PERSONAL MENTION

MERRIE THERESE SMITH, executive assistant to **ERIC JOHNSTON**, president of the Motion Picture Association of America, has become engaged to **A. Joyne Beane, Jr.**, of New York.

MANNING (TIM) CLAGETT, information direction director for the Motion Picture Association of America, has left New York for a vacation at Fire Island, N. Y.

JOSEPH L. MANKIEWICZ and **MRS. MANKIEWICZ** will return to New York today from Europe.

MAX FELLERMAN, vice-president of Lopert Films, left Hollywood for New York yesterday by way of Denver.

RAY NELSON, general manager of National Telefilm Associates, will arrive in Denver today from New York.

GLADYS COOPER has returned to London from New York via B.O.A.C.

BOB STONE, press representative for M-G-M in Minneapolis, is the father of a daughter born to **MRS. STONE** at the Des Moines Hospital, Des Moines.

JAMES MASON, **MRS. MASON** and their two children will leave New York for England today aboard the "Queen Elizabeth."

HELEN VISKI, of the M-G-M Detroit branch, was married in Angola, Ind., to **A. L. BASEL**.

JOHN BABB, of Florman & Babb, equipment house, will leave New York next week for Hollywood.

SARAH SIEGEL, of the Motion Picture Association of America public relations department, has left New York for Europe.

UA's 'Run for the Sun' Bows at New Orleans

NEW ORLEANS, July 31—Intensive tv and radio coverage highlighted the world premiere of **Russ-Field's** "Run for the Sun" here at the Saenger Theatre. Civil Air Patrol squadrons, Air Force units and state and civic leaders took part in the premiere festivities which included personal appearances by **Jane Russell** and her husband, **Robert Waterfield**, of the Russ-Field organization.

The United Artists release will open in 53 situations in the Dallas, New Orleans and Charlotte exchange areas.

'Bus Stop'

(Continued from page 1)

version until Dec. 1. By that time, it was stated, all stage presentations would be concluded.

Judge Levet also decreed that 20th-Fox is prohibited from allowing any exhibitor to advertise the opening of "Bus Stop" prior to four weeks before the actual performance date. The plaintiffs were ordered to supply a \$50,000 bond to indemnify 20th-Fox against any losses in event of the injunction.

'High Society'

(Continued from page 1)

its New York premiere at Radio City Music Hall on Aug. 9. In addition more than 150 key city openings have been set for this month, the company has announced.

The picture stars **Bing Crosby**, **Grace Kelly**, **Frank Sinatra** and **Louis Armstrong** and his band.

U.K. Films Unreleased In U. S. Offered to TV

Syndication rights to 32 British film comedies not yet shown in the U. S. have been acquired for the television market by the **Richard S. Robbins Company**, public relations and sales promotion agency, here.

In addition the company has acquired 11 drama and 20 full-length travelogues. Some of the films were photographed in an anamorphic process, it is stated.

The pictures were all placed in release during 1951 or after, according to the company, with many having come out only last year.

Bonded Service Named For WB Films for TV

Bonded TV Film Service will handle, through Associated Artists Productions, a group of Warner Bros. features to be shown on television, it was announced yesterday by **Chester M. Ross**, president of Bonded. Associated Artists recently purchased the package from WB for tv distribution.

Ross said the physical handling of the film will be one of the largest jobs ever undertaken by Bonded.

Audio Group to Move

CHICAGO, July 31—The National Audio-Visual Association, trade and industry group for the sales and production of equipment, products and processes used by education, industry, and religion, will move its national headquarters from Evanston to the vicinity of Washington, D. C.

Nominate Four Films for Golden Laurel Award

Four films, including two from Italy and one each from England and Germany, have been nominated for the seventh annual **Selznick Golden Laurel Award**, according to **Richard Griffith**, curator of the Museum of Modern Art Film Library and chairman of the nominating committee for the award. The four films will be awarded **Golden Laurel Medals** at a ceremony to be held Sept. 2 at the tenth **International Edinburgh Film Festival**, and then one will be chosen for the **Selznick Golden Laurel Award** by a jury.

The films nominated, all released in this country between the period of June 1, 1955 to May 31, 1956, include "The Divided Heart" (English); "The Last Ten Days" (German); and "Maddalena" and "Umberto D" (Italian).

The award was founded in 1949 by **David O. Selznick** "to pay tribute to those motion pictures produced anywhere in the world (except films made in the U. S. or by Americans abroad) which make the greatest contribution to mutual understanding and good will among the peoples of the world."

Local Film Origination 30% of Time: NARTB

WASHINGTON, July 31—Members of the **National Association of Radio and Television Broadcasters** devote more than 30 per cent of their television broadcasting time to local film origination, it is disclosed in the **NARTB Manual for 1956**, just published.

Preston to Columbia

HOLLYWOOD, July 31—**Joel Preston**, former New York public relations counsel who has maintained his own independent publicity-promotion business here for the past four years, will join the **Columbia studio** publicity-advertising department on Monday.

Preston's New York office, established in 1945, has serviced **Columbia**, **United Artists** and other major companies, on special assignments.

'Walk' Premiere Tonight

HUDSON, N. Y., July 31—A granite bronze memorial in honor of **John Philip Clum**, Indian agent whose story is celebrated in the **Universal-International** film, "Walk the Proud Land," will be erected in neighboring **Claverack** at the town square tomorrow as part of ceremonies for the world premiere of the film.

TOA Booklet

(Continued from page 1)

vention at the **New York City Ciseum**, Sept. 20-25.

The **TOA** showmanship forum, attended by close to 50 exhibitors from all parts of the nation, was divided into eight committee sessions in which many promotional ideas were discussed. Devices which have brought patrons into a theatre in one part of the country were adapted so they could be utilized by exhibitors in other sections of the nation.

The reports from each of the eight committees were submitted this afternoon. Whether or not the substance of these reports will be revealed before the convention was disclosed today.

Reade Circuit

(Continued from page 1)

in each category, and the manager with the most number of points will win weekly prizes. The grand prize will be awarded at the end of the drive in September. Judges for the drive will be **Jack Harris**, vice-president in charge of buying and booking; **Nicholas Schermerhorn**, vice-president in charge of theatre operations; **E. Petersen**, assistant general manager; **Sheldon Gunsberg**, vice-president in charge of advertising and public relations; and **Paul Baise**, assistant advertising and publicity director.

New Lessee to Remodel Theatre in Chattanooga

CHATTANOOGA, TENN., July 31—A new corporation, **Signal Enterprises, Inc.**, is being formed here with principals in **Independent Theatre Inc.**, to purchase the **State Theatre** from the **Signal Amusement Company**. It was announced by **Jay Solomon**, vice-president and secretary of the new organization. Solomon said the new company plans to spend \$15,000 to \$20,000 in improvement of the theatre, including redecorating.

The State will continue to be operated under its present name as a first-run house, Solomon said.

"Showplace of the East"
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From Leo of M-G-M



The word is spreading throughout every Film Row about M-G-M's great new production **"TEA AND SYMPATHY."** The picture will be talked about even more than the famed stage hit. It will be one of the biggest advertising campaigns in M-G-M history. (*Deborah Kerr and John Kerr, the original Broadway stars, are in it.*)



And how the fans will flock to get the bare facts about **"THE OPPOSITE SEX."** It's the low down on dames, with music! (*The dames: June Allyson, Joan Collins, Dolores Gray, Ann Sheridan, Ann Miller. The guys: Leslie Nielsen, Jeff Richards.*)



Get a load of the business that **"THE FASTEST GUN ALIVE"** is doing. We predicted it was a real "sleeper" and oh boy! how it wakes up box-offices (*Glenn Ford, Jeanne Crain, Broderick Crawford take bows!*)



The grapevine predicts a smash success for the killer-thriller **"JULIE,"** an Arwin production. It happens on a honeymoon and it's spine-tingling. (*Doris Day stars, with co-stars Louis Jourdan, Barry Sullivan, Frank Lovejoy.*)



Every day new honors and new publicity for **"LUST FOR LIFE."** Another tribute: Picture of the Month in Seventeen Magazine. (*Kirk Douglas gives a magnificent portrayal. From the famed best-selling life story.*)



And we've saved for the last the Big news that **"TEAHOUSE OF THE AUGUST MOON"** has had its very first studio screening and it is SENSATIONAL. From now on you'll be hearing about its greatness. It will be one of the industry's milestone attractions. (*Marlon Brando, Glenn Ford and Machiko Kyo, Japanese beauty, re-enact the celebrated stage play.*) You haven't heard anything yet. Keep listening.



FOR MORE CHEER KEEP YOUR EAR TUNED TO M-G-M!

National Pre-Selling

"SOMEBODY Up There Likes Me" receives substantial assistance in the July 30 issue of "Life."

Pier Angeli, star of this M-G-M picture, is the cover girl of the issue, in which the picture is reviewed. "Life" says "Pier Angeli, best known for wistful roles, brings all her delicate charm to a violent movie about fighter Rocky Graziano. She carries her charm into the most mature and difficult role she has been assigned thus far. In a movie that bursts with violence and fear, she is gentle and courageous, and proves herself a fine and lovely actress."

Jon Whiteomb, "Cosmopolitan's" artist and writer, went on location in Texas during the filming of Edna Ferber's "Giant." The result is a beautiful painting of Liz Taylor which appears on the front cover of the August issue of "Cosmopolitan."

In addition, there is an entertaining location story in the same issue, illustrated with fine drawings of Rock Hudson, James Dean and Jane Withers.

In an eye-arresting color spread appearing in the August 3 issue of "Collier's," Marilyn Monroe, star of "Bus Stop," is shown "snugly sheathed in spangles and tail feathers, wriggling rhythmically in and out of a red spotlight." "Collier's" reports "Her undulations may not be pure Stanislavsky, but they are unmistakably sheer Monroe."

"Anastasia" is mentioned repeatedly in an article titled "The Ordeal of Ingrid Bergman" by Robert J. Levin which appears in the August issue of "Redbook." The article, which opens on a two-page spread, is announced in a prominent position on the front cover of the issue.

The lead story in the Aug. 4 issue of "The Saturday Evening Post" is an article titled "I Make Up Hollywood" by Wally Westmore and Pete Martin. The forthright manner in which this subject was handled by both writers is bound to make new friends for motion pictures.

"Summer Movies to Satisfy Every Mood" is the headline on a page devoted to motion pictures in the August issue of "Woman's Home Companion." Many pictures are recommended by the "Companion" film editor; some of these are "High Society," "The Great Locomotive Chase," "Moby Dick," "Trapeze" and "The Ambassador's Daughter."

Ed Sullivan is dickering with Marilyn Monroe to appear on his show with advance film clips of her Laurence Olivier film, "The Sleeping Prince," reports Bob Stahl in the Aug. 4-10 issue of "T.V. Guide."

WALTER HAAS

One Man's TV Views

By Pinky Herman

STAGE and screen producer Garson Kanin has been signed to make his debut on tv by producing an NBCColorcast of his own "Born Yesterday," on Hallmark Hall of Fame's new Fall series, October 28. Mary Martin will portray "Billie Dawn" and Paul Douglas, who zoomed to stardom as "Harry Brock" in the original Broadway version of the comedy which opened in New York, Feb. 4, 1946 at the Lyceum Theatre. . . . Les Harris has named Thomas W. Moore general Sales Manager of CBS TV film sales, to succeed Wilbur S. Edwards who resigned. Moore is moved up from manager of the firm's L. A. office. . . . 18 world-famous concert compositions, composed by Erich J. Wolff are recorded in Vienna 8 of them by Frederick Guthrie, basso with the Vienna State Opera Company and 10 by Patricia Brinton, soprano of the Ulm Opera Company of Berlin. The songs, published by Harmonia Publishing Co., include "Since You Are Near," "Summer," "Love Me," "From Heart To Heart," "God's Garden" and "Prayer." Both artists are Americans, Guthrie is a native of Pocatello, Idaho while Miss Brinton was born in Santa Barbara, Cal. . . . Lee Meyers and his charming wife, songstress Kay Lorraine will fly to Puerto Rico tomorrow for a ten day vacation. . . .



We caught Jack Lescoulie's new quarter hour sportscast last Saturday TVia the NBChannels 6:45-7:00 P.M. and as is usually the case when Lescoulie adorns our home screen, the program proved interesting, informative and casual. Stan (the man) Musial was the guest and in this former baseball player's book, (we were star pitcher on the Yonkers H. S. team way back in . . .) he ranks with the all-time greats of the game thereby adding to the enjoyment. Alexander Griffin of the Al Paul Lefton Agency is the producer of the "Meet The NBChampions" series. . . . Virginia Graham, heard in New York WABDaily, doing a swell pinch-hitting stint for vacationing Bess Myerson on "The Big Payoff" CBSeen each afternoon at 3.00 P.M. EDT. . . . Frank and Grace Albertson have been signed to deliver keynotes about Philco Products direct from the Democratic and Republican Convention. Slanting their ABCommerhills towards the entire family, 15-year-old Doris Van Treek and 17-year-old Ray Richards will likewise appear with the Albertsons, as their children. . . .



Jack Lescoulie

Paul Taubman, organist and ork pilot on numerous radio and TV programs and owner of The Penthouse Club on Central Park South will reopen the newly refurbished dining room which has only recently been discovered as a fine "eatery and meetary" by film and television folk. Years ago, Paul launched his amazing career as pianist at the Penthouse Club, later purchasing a half interest and subsequently buying out his partner and thus realizing an early ambition. . . . The pretty and talented 10-year-old Carol Metzler, daughter of ASCAP's Sylvia Rosenberg, practiced her 'rithmetic realistically. Last week her appendix was subtracted and yesterday she added another birthday. . . . Dick and Ostrid Willis, both are seen regularly TVia NBC ("Here's Looking At You" and "Window" respectively) vaeationing at their farm in Ridgefield, Conn. . . . People have been known to commute daily via subway, bus, train, plane, bicycle, yacht, car, trolley, ox-cart, roller and/or ice skates. We've named them all—that is—all but the way Announcer Don Morrow goes to work daily from his home in Greenwich, Conn. Don water-skis most of the time to a spot under the Whitestone Bridge where he dries and dresses himself in his waiting car for the drive to the studios. If the weather remains fair and warm, Don reverses the procedure for the homeward journey.



Paul Taubman

Allied Repl

(Continued from page 1)

Business Committee report on motion picture industry trade practices.

The Allied report on the SS findings was prepared by Myers following telephone conferences with Shor and other top exhibitor leaders in the national association. It discussed the SSBC report as a whole, the economics of the business, competitive bidding, the "war of the 16 millimeters," affiliated circuit expansion, arbitration, special handling of pictures, and the anti-trust division of the Department of Justice.

Myers, who released the National Allied answer to the SSBC report, said:

CHICAGO, July 31—Theaters Owners of America executives yesterday reiterated the national exhibitor association's position regarding an industry conference, saying "we will not meet with anyone at anytime, anywhere, to discuss amicably ways to means to bring about a solution to mutual problems." One official said the leaders of the association are meeting tonight to discuss the Small Business Committee report to prepare an answer.

that the outstanding feature "of very spotty report is the pointed reminder to the film companies they have a very real obligation to independent exhibitors which has been met to the extent that should . . ."

The two leaders of Allied said while the Committee "rejected the time some of the advanced controversial measures proposed by exhibitors," the report in its general analysis of industry conditions which led to the foregoing recommendations is "excellent." Myers said the Committee evidently felt that the exhibitors' contention regarding the "extraordinary increase in film company net profits" coincident with tax relief in 1954 "was too hot to handle" and the question "whether the film companies deliberately confiscated a large part of the 1954 tax relief remains unsettled." "The distributors made an honest effort to disprove the charge," he contended.

Charges TV Warning Ignored

The Allied general counsel criticized the Committee report on the basis of the reason for the rise in film rentals, saying it "properly appraises the effect of television on the theatres and tasks the film companies to task for making pictures available for broadcasting." Myers said that "exhibitors contend with much merit, that these television shows are keeping more people away from theatres and are thereby making worse an admittedly difficult situation. Producers, however, show no inclination to alter their television plans regardless of the owners' complaints."

The Committee has "with pride" (Continued on page 5)

Myers Plea

REVIEW:

(Continued from page 4)

also traced the history of competitive bidding and branded it for the villain in it is in raising film rentals," Myers said. "It offered no solution of its own and erroneously stated that exhibitors have not offered any suggestion as to how this system could be eliminated and still provide for the licensing of pictures without favoritism or discrimination."

Myers also commented on the Committee's analysis of the numerous film processes in use and in contemplation. He cited the SSBC's "clean-cut recommendations" that film companies have a responsibility to make their pictures available in standard size prints, not only for "the benefit of the small exhibitors but for the millions of people who cannot afford to attend big theatres and pay advanced admission prices."

Cites Loew's Application

In discussing the SSBC's stand on the divided circuit expansion, Myers said he has been much Allied concern and not without reason toward the Department of Justice's attitude in its involving applications by divided circuits to build or acquire additional theatres, especially drive-ins. "The anti-trust division always gives spirited opposition to any move that affected independent exhibitors and tries to intervene" when the divided circuit applies for court permission, Myers said. The Allied board chairman said that the Committee had before it the transcript of the case.

The board of directors of Allied Exhibitors Association will meet some time this month to discuss all aspects of the Senate Small Business Committee's report on motion picture industry trade practices, Abram F. Myers, board chairman, announced yesterday. Myers said that the exact date and place of the meeting will be announced shortly.

When the Attorney General's representative "actively participated in the hearing in support of the Loew's circuit application, opposing and attempting to beat down the independent exhibitor's claim at every turn."

Sees Adherence to '53 Report

Myers said that the Committee evidently felt it must uphold the report made by it in 1953, favoring all methods of arbitration, save arbitration of film rentals. "The Committee speaks in words in praise of arbitrations of film rentals, but it also fails to point out any substantial benefit to independent exhibitors flowing from such a system. Allied has always conceded that arbitration probably would work in clearance cases but insisted on clearance within the ancient decision no longer exists," Myers said. In the question of arbitration of film rentals, the Committee offers as a basis of criticism of the proposal the contention that it is "one-way arbitra-

Storm Center

Columbia

"STORM CENTER" is a message picture, which means that it takes a point of view with emotional embellishments toward a contemporary social or political problem. This film sets its sights against such targets as censorship and guilt-by-association (or "book burning" and "witch hunting," if you prefer) and proceeds to blast them with an intensity that is certain to cause talk among the paying customers.

That discussion is going to be both pro and con—and controversy sometimes doesn't hurt anybody's picture at the box-office. In addition exhibitors have another important asset to exploit: "Storm Center" puts across its message through a type of story that has proven appeal for the women in the audience—one that details the agonies of a much-put-upon heroine. Since Bette Davis is on hand to play the protagonist, the ladies may be highly attracted to the film. For who has suffered more nobly on the screen, and for so long, as she?

The character that Miss Davis plays is that of a librarian in a small American community, who is loved and respected by the townspeople and particularly by the children. These people are greatly taken aback, therefore, when she refuses to remove from the library shelves a book expounding Communist philosophy. To the librarian it is a matter of principle that the book be allowed to circulate in the community for how, she asks, can you fight the enemy unless you understand him?

AS A RESULT of this action and a record of affiliation with some Red Front organizations which she said she unknowingly joined, the heroine is suspected of being a Communist sympathizer, and the townspeople proceed to ostracize her. This "witch hunt," pictured in flamboyant colors, grows steadily in fury and is brought to a head in the influence it has on a small boy who had adored the librarian and now, led by his elders, despises her. In an act of hostility against the lady, he burns down the library in a melodramatic climax.

This is the point at which the picture is likely to stir up the greatest amount of controversy. Some in the audience may well feel that to blame the whole town for making a "lunatic" (as one character puts it) of a neurotic child is unfair. That is because it has been shown previously that the real source of the child's emotional disturbance is a bad relationship with his father who "doesn't understand him." Others may feel that the basic theme is not presented with reason or fairness and that the treatment comes down finally to a Left-Wing preachment.

While other aspects of the film may well arouse arguments, it is doubtful that there will be any carping about the performance of the brilliant Miss Davis in the leading role. Her acting here is on a level with the best work she has done, and one scene in particular—that in which, all alone in the library at night, she makes the momentous decision to put the banned book back on the shelves—is remarkably affecting. Unfortunately, at the same time, the characterization tends to confuse rather than clarify the central theme with which the picture deals.

Her support includes such competent players as Kim Hunter, Brian Keith and Paul Kelly. The script was written by Elick Moll and Daniel Taradash, the latter of whom also directed. Julian Blaustein produced for Columbia release.

Running time, 85 minutes. General classification. For September release.

RICHARD GERTNER

tion," he said. "Its attempts to justify the distinction between arbitration of film rentals and the other kinds of arbitration outlined in the draft on the ground that the latter all are based on the consent decree, whereas arbitration of film rentals has nothing to do with the decree," Myers said. "It is unfortunate but understandable that the report, considered in the rush incident to the end of the session, should be marred by lapses of this sort," the Allied leader said. "For the present it is enough to point out that the provisions dealing with arbitration of competitive bidding and contract violations are equally remote from the decrees," Myers said.

The National Allied board chairman said that the Committee did not "slam the door" in its report on regulation. Interpreting the Committee report, he said that the SSBC, in effect, said "you had better settle your differences within the industry—or else."

Myers also said that the Committee's report concerning the special handling of pictures "is not nearly as clear-cut or as favorable from the standpoint of the exhibitors as the 1953 report." The "animadversions on saturation bookings and certain other features of the report will be reserved for special consideration by Allied's board next month," he said.

Berger Calls

(Continued from page 1)

hibition will get together to end fratricidal strife.

"I am quite blue about the future," Berger said, "because I can't see any hope for the small situations unless both distribution and exhibition can get together right away and smooth out the problems. The big problem still is, of course, to see that all exhibitors, regardless of size or location, get the right to play top pictures at prices they can afford to pay."

Criticizing the report's recommendation on an arbitration set-up which does not include film rentals, Berger asked, "what else is there to arbitrate?"

The Minneapolis exhibition leader defended the TOA-Allied stand on production by divorced circuits and predicted that the Senate committee report would have the effect of throwing Allied and TOA still closer together. "Unity is our only hope now," he said.

New Haven Theatre Has International Film Fete

NEW HAVEN, CONN., July 31—A 42-day International Film Festival opened at the Sampson-Spodick-Bialek Lincoln Theatre here tonight, marking the three partners' 10th anniversary. A total of 36 features, from 10 nations, will be screened daily through early September.

The Lincoln is completing a \$33,000 improvement program, featuring air conditioning, a new lobby, front, rest rooms, lounge and extensive redecorating. A new marquee will be erected in September.

The S-S-B interests, more formally known as the Nutmeg Theatre Circuit, now consists of the Crown and Lincoln, New Haven; Art Cinema, Bridgeport; Fine Arts, Westport; Norwalk and Empress, South Norwalk.

The team of owners includes Leonard Sampson, Robert Spodick and Norman Bialek.



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Otto Preminger presents Bernard Shaw's

SAINT JOAN

All motion picture theatres are invited to participate in the first joint producer-exhibitor world-wide competition to discover a 'new face,' an unknown young actress to play Joan of Arc in Otto Preminger's film version of Bernard Shaw's greatest play, 'Saint Joan. All National Screen Service exchanges can now supply free to exhibitors:

1) Specially-filmed one-minute trailer 2) 30x40 posters 3) Entry blanks with rules of competition and full information on how contestants may win auditions and screen tests.

If you wish to take part in this search, contact your United Artists branch.

SAINT JOAN WEEK STARTS AUGUST 6th

MOTION PICTURE DAILY

80, NO. 23

NEW YORK, U. S. A., THURSDAY, AUGUST 2, 1956

TEN CENTS

New Ideas'

TOA Sets PR Campaign on National Scale

Special Committee Named To Work Out Program

Theatre Owners of America has inaugurated a national public relations program which will explore

various new ideas for increasing interest in motion pictures, it was announced yesterday by TOA president Myron N. Blank.

The disclosure was made public in New York following conclusion of the national exhibitor association

two-day showmanship forum in Chicago, in which 53 theatres participated.

(Continued on page 8)

Honors Clum; Opens Walk the Proud Land'

Special to THE DAILY

HUDSON, N. Y., Aug. 1—John Philip Clum, famed Indian agent in neighboring Claverack, N. Y., who brought peace to an Apache Indian reservation, was honored here today by this Hudson Valley community and by Universal-International at the world premiere of "Walk the Proud Land."

Clum's adventures and peace mission.

(Continued on page 7)

Will Negotiate Sale

Warner-Pathe to TV

Negotiations for the sale of the Warner-Pathe newsreel and/or library are continuing between Warner Bros. and several tv agencies. Early this week RKO General Teleradio turned down an opportunity to purchase the newsreel firm.

Several of the major tv networks, including NBC, are interested.

(Continued on page 7)

UA's Top Executive Team Going 'Fishing'; So Who Is Going To Mind The Store?

The five partners in United Artists—Robert Benjamin, Arthur Krim, Max Youngstein, William J. Heineman and Arnold M. Picker—will hold a joint business and vacation meeting "somewhere in the Thousand Islands" next week, it was reported yesterday.

Heineman, when questioned about the trip, said that "since we all have been working together, we have decided to vacation together. We are going fishing."

However, it has been reported that the UA executives, even though on a brief vacation will discuss some company business and among the topics said to be on the agenda are the feasibility of selling some product to television, producer relations and independent production, and, possibly, the future sale of UA stock to the public. Youngstein, who is currently in Hollywood, will fly in at the weekend for the "fishing excursion."

NT Gross at See Treasury \$42,656,463 Men Favoring King Tax Bill

From THE DAILY Bureau

LOS ANGELES, Aug. 1—National Theatres gross income for the nine months ended June 23 was \$42,656,463, and net income \$1,378,974, or 51 cents per share on 2,699,486 common outstanding, president Elmer C. Rhoden reported to stockholders today. Figures for the comparable period last year were \$45,043,063, gross; \$1,768,490, net; and 64 cents on 2,769,486 shares outstanding.

The net income for 13 weeks ended June 23 was \$455,168; the corresponding quarter in the previous year was \$487,541.

Profits from selling unproductive stock.

(Continued on page 8)

By J. A. OTTEN

WASHINGTON, Aug. 1.—Treasury Department officials sounded today as though they had recommended that President Eisenhower approve the admissions tax relief bill.

The President has until Aug. 10 to approve or veto the King Bill, boosting from 50 cents to 90 cents the exemption from the 10 per cent Federal admissions tax.

Treasury spokesmen, who only a few days ago were saying that no

(Continued on page 8)

Mid-Summer Report

Business Booms for 'Big' Pictures But General Conditions Are 'Spotty'

Special to THE DAILY

The summer box office boom, noticeable in the last few years, is evident this year too in grosses. But, according to reports from DAILY correspondents in the United States and Canada, it reflects a new development. The spottiness, attributed to the fact that the public more than ever is shopping for pictures, is more marked than ever before.

Big important attractions in most situations are doing even better than comparable pictures last year. These include such films as "Moby Dick," "The King and I," "Somebody Up There Likes Me," "The Eddy Duchin Story," and "Trapeze." But the medium and smaller pictures, and espe-

cially those not given extra promotion and advertising are weaker than ever.

Generally favorable weather conditions have helped theatres in most sections of the country.

A summary of mid-summer reports from major cities follows.

CLEVELAND, Aug. 1—Exhibitors here agree big pictures this year are

(Continued on page 7)

UA Says:

Will Meet with Exhibitors on 'Single Basis'

Distribution Heads Shy On Roundtable Request

By LESTER DINOFF

Distribution's reaction to the renewed Allied States Association call for an industry roundtable conference was reflected by William J. Heineman, vice-president of United Artists, yesterday in a statement saying his company has never objected to meeting with exhibitors to discuss mutual problems.

A poll of top executives by MOTION PICTURE DAILY of distribution companies revealed that each company, acting on an individual basis.

(Continued on page 8)



William Heineman

Stock Tenders Invited For Common of W.B.

An invitation has been authorized for tenders of the company's common stock, it is announced by Warner Brothers Pictures, Inc. Under its terms the company will use up to \$20,000,000 of its funds to purchase shares of common stock at the lowest prices tendered. No shares will be purchased at a price in excess of

(Continued on page 8)

Bausch & Lomb Plans Lens Plant in Britain

Special to THE DAILY

ROCHESTER, N. Y., Aug. 1—The Bausch & Lomb Optical Co., which has acquired a British manufacturer to operate under the name of U. K. Optical Bausch & Lomb, Ltd., will use income from the new subsidiary to construct a lens plant there, according to Carl S. Hallauer, Bausch & Lomb president.

(Continued on page 7)

PERSONAL MENTION

NORMAN H. MORAY, Warner Brothers short subjects sales manager, was in Philadelphia yesterday from New York.

MILTON E. COHEN, United Artists Eastern and Southern sales manager, has left New York for a vacation in Florida.

RALPH SERPE, the Italian Government's television representative in the United States, will return to New York from Europe over the weekend.

WILLIAM ORNSTEIN, of the M-G-M publicity department, left here yesterday for a vacation on the West Coast.

C. HENRY STEVENS, Jr., son of **HARRY STEVENS**, director of the motion picture department of Crowell-Collier Publishing Co., has been separated from the U. S. Army after having served overseas with the 90th Field Artillery.

MICHAEL SELSMAN, chief expeditor in the 20th Century-Fox home office publicity department, will leave New York tomorrow for a vacation in Ellenville, N. Y.

ANITA EKBERG made a personal appearance here yesterday at the board meeting of General Tire & Rubber Co. She was the guest of **THOMAS F. O'NEIL**, chairman of the board of RKO Radio Pictures and a director of General Tire.

TED VERMES, who with his brother, **ALBERT**, owns the Yorktown and Mercury theatres in Cleveland, became a grandfather when a son was born to his daughter, **MRS. DANNA HORNAK**, in Hurong Road Hospital.

CHARLES COBURN, will leave New York today for London via B.O.A.C.

MPRC Newsletters Monthly to MPAA

HOLLYWOOD, Aug. 1—The Motion Picture Research Council has instituted a series of monthly informational newsletters, by council director **William F. Kelley**, designed to keep Motion Picture Association of America members studios acquainted with council activities.

The council is maintained by MPAA member companies although its discoveries, improvements and general benefits are made available ultimately to the entire industry.

Did 'Bridey Murphy' See Film 'Hills of Ireland'?

It would appear that the "Search for Bridey Murphy," best-selling novel describing the hypnotic regression of one "Ruth Simmons" to a former life in Ireland, has finally been ended by a motion picture entitled "The Hills of Ireland." While the "Chicago American" newspaper recently revealed that "Ruth Simmons" actually spent her early life in Chicago and lived across the street from a Bridey Murphy Corkell, much of the vivid and accurate description of Ireland, its places and people, could only be explained by one who had visited the country or has seen a film of it.

Harry Dugan produced and directed the film a year or so back, and not only did it play a theatre in Pueblo, Colo. (home of both the author and the subject of the book) during the period of these hypnotic sessions, but the amazing parallels between the book and the film leave little doubt, according to some, as to where "Bridey Murphy" learned her geography of the Emerald Isle.

Home 'Movies' Issue In Douglas vs. Disney

HOLLYWOOD, Aug. 1 — **Kirk Douglas** filed suit today in Superior Court asking \$415,000 from **Walt Disney**, the ABC network, three sponsors and three advertising agencies, on the grounds of unauthorized use of his work as an actor.

The suit hinges on the television use on the "Disneyland" program of "movies taken of the star and his children riding a miniature train at Disney's home," without Douglas' consent, and re-use of the same footage a second time after being notified to eliminate such footage.

The suit asks \$200,000 compensatory damages, \$200,000 exemplary damages, and \$15,000 as "reasonable damages to his services."

Douglas declared he will donate to the Motion Picture Relief Fund any money he derives from the suit, and asked support of the Screen Actors Guild.

SAG executive director **John L. Dales** stated, "it is reprehensible and inexcusable to photograph any actor at a private gathering and to use such motion picture film commercially without the actor's consent. The **SAG** supports **Kirk Douglas** in his suit."

'Wilder' To Palace

M-G-M's "These Wilder Years," starring **James Cagney** and **Barbara Stanwyck**, will open at the Palace Theatre Aug. 10. The picture was produced by **Jules Scherer** and directed by **Roy Rowland**.

Campaign to Find 'Joan' Now Underway by UA

A total of 9,000 trailers, 11,000 posters and 6,000,000 entry blanks will be shipped this week to theatres in the U.S. and Canada in the first phase of **Otto Preminger's** global search for a newcomer to play the title role in his production of "Saint Joan," according to **Roger H. Lewis**, United Artists national director of advertising, publicity and exploitation. The special materials will be used to focus the attention of an estimated 40,000,000 motion picturegoers on "Saint Joan" week—August 6-12—a theatre promotion marking the start of Preminger's quest for a young unknown to play the lead in the screen version of the **Bernard Shaw** play.

Top Circuits Participate

The country's leading circuits, among them the **Loew's**, **Stanley Warner** and **RKO**, are participating in the "Saint Joan" search. The national television audience is also being brought into the campaign with the shipment of 445 trailers to virtually every video station in the country for broadcast during "Saint Joan" week, it was stated. The trailers, entry blanks and posters are trademarked with a design by artist **Saul Bass**, which consists of an impressionistic silhouette of **Saint Joan** clasping a shattered sword.

Appearance by Preminger

Preminger personally appears in the one-minute theatre and television trailers to detail qualifications for the role and to request aspirants to apply at their local theatre. The only fixed requirements for applicants are that they be between the ages of 16 and 22, and that they speak English fluently. The entry blanks request applicants to submit pictures, physical statistics and information about their prior acting experience. The forms must be mailed before midnight, August 23, to Preminger's office in Hollywood, where they will be screened and semi-finalists selected for auditions at a number of key cities throughout the U.S.

Conn. Shoppers 'Haven'

NEW HAVEN, Aug. 1 — Downtown theatres are participating in a "Downtown Shoppers' Haven" promotion, backed by the publicity and promotion committee of the Chamber of Commerce's Retail Division. Fall activity will include a fashion festival, featuring area models, for three days in a theatre. The campaign is aimed primarily at stressing advantages of shopping downtown sector. **Lou Brown**, advertising and publicity director, **Loew's Poli-New England Theatres Inc.**, is a member of the committee.

.. of Drive-in

Third for Academy

Academy Theatres, Columbus, Ohio, has opened its third drive-in theatre at the 17th Avenue in the northeast section of the city. **George Moreland**, manager of the new operation, which has a screen 120-feet wide.

Milwaukee Theatre Celebrates

The **Bluemound Drive-in Theatre** at Milwaukee is currently celebrating its 17th anniversary with special events planned by manager **D. Grede**. The drive-in—the first built in Wisconsin—is said to be the fourth constructed in the U. S.

Ohio Drive-In Opens

The new 300-car **Trail Drive-In** at Napoleon, Ohio, was opened with special premiere for members of the industry and other prominent citizens of the town. Hosts were owners—**John Armstrong**, **Paul Pontius**, **Ernest W. Ter** and **Harold James**. Among the present were **Nat Barach** and **Irv Marcus**, of **National Screen Service**; **Sam Lichter**, **20th Century-Fox**; **John Spiegle**, **Republic**; **Eddie Cutler**, **Allied Artists**; **Eddie German**, **United Artists**; **Jerry Lipow**, **Paramount**; **Marty Green**, **Columbia**.

Picnics at a Drive-In

John Silverwatch, **E. M. Loew**, **Hartford Drive-In**, **Newington, Conn.**, has been contacting church groups and other organization for sponsorship of kiddie picnics in the theatre's playground area during afternoon hours. **Silverwatch** offers all facilities free of charge, and also opens a concession building for sale of refreshments.

Present 'Mystery Show'

Two **Perakos** drive-in theatres, at **Southington, Southington, Conn.**, and the **Plainville, Plainville, Conn.**, have been running "Mystery Shows" on midnight Fridays, with advance tickets geared to the theme, "Take a chance tonight . . . make up a party and join the fun!" The film title, of course, is not disclosed in advance.

Free Miniature Railroad

A miniature railroad, complete with loading platform, has been installed at the **Blue Hills Drive-In**, **Bloomfield, Conn.**, by manager **Milton LeRoux**. Rides are offered between 7:30 p.m. and showtime nightly to all young patrons, and there's no charge for the attraction. **Blue Hills** is the initial Connecticut outdoor theatre to install a miniature railroad.

PEOPLE

Oscar A. Doob, former Loew's advertising executive, who retired to Palm Beach a year ago, will relocate in Washington, D.C. Doob is presently handling a special publicity assignment for MGM on "Tea and Sympathy."

□

Alfred A. Swett has been named manager of the Stanley Warner Strand Theatre, Albany, N. Y. He succeeds beside O. LaFlamme, who has resigned to become resident manager and partner with John W. Gardner in the new Unadilla Drive-in Theatre, New Sidney, N. Y.

□

Ben R. Schrift, president of Medal Pictures Corp., has announced the opening of new offices here at 200 West 57th St.

□

Otis W. Murray, vice-president of the Laboratories, Inc., in charge of West Coast operations, has been named executive vice-president of the company. Prior to joining Pathe, he was vice-president and general manager of Color Corp.

□

David J. Melamed, treasurer of the Laboratories, has been elevated to the post of financial vice-president.

□

Edward Hart, a former projectionist, has been named manager of the Manchester Drive-In Theatre, Bolton, Conn., succeeding John O'Connell, resigned.

□

Patricia Meyers has been appointed advertising manager of Bercal Theatres Inc., Hartford.

DuMont TV Buys 60 WB Films; 30 Serials

The purchase of 60 Warner Bros. feature films and 30 serials of "frontier" from NBC Film Sales was reported yesterday by the DuMont TV Network which said that an estimated \$2,000,000 has been spent in the past month to acquire film products.

Other DuMont purchases in the past month have included that of the Paramount short subjects library from National Telefilm Associates, the "stunts" on "The Three Musketeers" slated for September showings, "The Great Gildersleeve" series from NBC Film Sales, 337 "Looney Tunes" from Warner Bros., the Ray Milland series from NTA, the "Bugs Bunny" series from Theatre Associates and the "Racket Squad" from BC Films.

A DuMont spokesman said "The Letter," "Black Legion" and "The Amazing Dr. Clitterhouse" were among the feature films included in the Warner sale.

S. H. Fabian Reports

Theatre Collections in Will Rogers Drive Seen Surpassing Last Year

Reports on the Will Rogers Hospital audience collections, still being conducted in theatres cross-country, have begun to arrive at the hospital's campaign office in New York. "Representation is still too thinly spread to allow the formation of a trend characteristic at this time," S. H. Fabian, national campaign chairman, said, "however, reports of encouraging interest and cooperation on the part of both the public and theatre management are becoming evident. If these can be taken as an indication of the final campaign result, we can expect a marked upswing over last year's audience collection, which was the first such collection to be taken for Will Rogers in many years."

One-Child Drive Cited

An indication of the public's reaction to this year's trailer is reflected in a letter received at Will Rogers' national office from a nine-and-a-half-year-old girl who saw the film at a Loew's theatre in Brooklyn. Entirely on her own, and unsolicited by anyone, the young lady took it upon herself to see to it that people of show business who have tuberculosis are helped. Her letter states, in part, "I thought it was for (such) a very good cause that I went around the neighborhood and collected five dollars. . . I brought it to the manager of the theatre."

Complete Remodeling Of Biograph Next Week

Remodeling of the old Biograph Studios in the Bronx by Gold Medal Productions is expected to be completed next week in preparation for interior filming of Elia Kazan's "A Face in the Crowd" in mid-September.

Kazan, producer-director of Newtown Productions, said yesterday that location shooting is tentatively scheduled for Aug. 13 at Piggott, Ark., and later at Memphis and Manhattan. Andy Griffith, Lee Remick, Patricia Neal, Anthony Franciosa and Walter Mathau will be starred in the film which will again unite the Academy-Award-winning team of Kazan and screenplay writer Budd Schulberg.

The three-film distribution pact signed by Kazan with Warner Bros. includes in addition to "Face," "Baby Doll" produced earlier this year, and "Mud on the Stars," a William Huie story about the Tennessee Valley in the 1930 era. Gold Medal Productions remodeled the old Bronx studio at a cost of \$1,500,000.

Bryson Recuperating

WASHINGTON, Aug. 1 — Jack Bryson, director of the legislative legal department of the Motion Picture Association of America, is convalescing from an illness at the Central Dispensary and Emergency Hospital here. Bryson has been with the MPAA for some 20 years.

'Life' Story on Doria

The issue of "Life" which will appear on the newsstands today features an interesting 15-page story of the Andrea Doria-Stockholm disaster written by Walter Lord, author of "A Night to Remember" the novel about the sinking of the "Titanic." This coincides with the re-release of 20th Century-Fox's production of "Titanic." Loomis Dean, a "Life" staff photographer, was a passenger on the Ile de France, the ship which rescued 753 of the Doria's survivors. A large number of photos of the rescue made by Dean are displayed in the issue. —W.H.

French Film Centre Is Running into Difficulties

Special to THE DAILY

PARIS, Aug. 1—According to reports here, the committee set up by M. Lemaire, minister of commerce, to reorganize the National Film Centre, is running into difficulties. The committee comprises ministry representatives, the president of the film committee of the National Assembly and representatives of the exhibitors and producers.

Suppression Idea Dropped

Initial suggestion of proposals to suppress the centre were later abandoned in favor of reorganization methods. Later the Federation Nationale du Spectacle, which comprises technicians and artists, objected, calling the committee "political" and claiming that it represents employers only. It reportedly has also claimed that small exhibitors who are not members of the Exhibitors Federation are not represented, and that M. Trichet, representing the exhibitors, actually opposes the wishes of the small theatre owners.

Archie Weltman Named Loew's Theatres' Sec'y.

Loew's Theatres' subsidiaries have announced the appointment of Archie Weltman, assistant secretary and attorney, as secretary to succeed Leopold Friedman. Friedman, in addition to continuing as financial vice-president, will also serve as treasurer, replacing the late Harold J. Cleary.

The Board of Directors also appointed as comptroller, Leonard O'Donnell, who recently joined the company. O'Donnell was formerly vice-president and treasurer of Arthur Guinness Son & Company.

... NEWS ROUNDUP

Monaco Royalty Sees 'Seed'

Prince Rainier and Princess Grace headed the distinguished audience of international figures who attended the first European preview of Warner Bros.' "The Bad Seed," presented in Monaco Monday night by producer-director Mervyn LeRoy.

■

Screen 'Brave One' Today

The Mexican Consul General, Manuel Aguilar; the Mexican Ambassador to the United Nations, Rafael de la Colina, their staffs and members of the various Mexican trade and government commissions in New York will attend a special screening today of King Brothers' "The Brave One" at the RKO home office. The CinemaScope production was filmed entirely in Mexico, directed by Irving Rapper.

■

'Bangkok' to Paul Gregory

Paul Gregory will produce "Bangkok" for RKO Radio as the third of the five major Gregory productions he will make for the studio, it was announced in Hollywood yesterday by William Dozier, vice-president in charge of production.

■

'Fantasia' Continues Strong

Following an 11-week engagement at the Normandie Theatre here, Walt Disney's "Fantasia," currently in its eighth week at the Fine Arts Theatre, Los Angeles, is reported to be establishing an all-time record at the theatre. It is also playing at the Aladdin, Denver; the Loop, Chicago, and at the Stage Door, San Francisco.

■

Wallis Buys 'Lone Cowboy'

"The Lone Cowboy," magazine story by Agnes Thompson has been purchased by Hal Wallis, who will produce it for Paramount with Elvis Presley in the title role.

■

Four N. Y. Houses Leased

Berk and Krumgold, theatrical real estate brokers, have consummated long-term leaseholds on four New York theatres to Harris Theatrical Enterprises, exhibitors of Spanish language pictures. The houses are: the Isla and Borinquen, in the Bronx; the Amor, in Brooklyn, and the Azteca, in Manhattan.

M. D. O'Brien Resigns

M. D. O'Brien, head of Loew's Theatres projection department, will retire Aug. 10 on account of ill health. O'Brien joined the company in 1926 and was named chief projection engineer three and one half years ago. Before joining Loew's, he was associated with Joe Hornstein, Inc. and the Nicholas Power Co.

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MOTION PICTURE DAILY'S BOOKING CHART

ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS
(Aug. Releases)	(Aug. Releases)	(Aug. Releases)	(Aug. Releases)	(July Releases)	(Aug. Releases)	(Aug. Releases)	(Aug. Releases)	(Aug. Releases)	(Aug. Release)
NO PLACE TO HIDE (Color) David Brian Marsha Hunt Celia Flor 72 min. Rel. 8/26/56	AUTUMN LEAVES Joan Crawford Cliff Robertson 108 min. Rev. 4/19/56		PARDNERS (Color) Dean Martin Jerry Lewis 85 min. Rev. 6/25/56	DAKOTA INCIDENT (Color) Linda Darnell John Lund 88 min.			BEAST OF HOLLOW MOUNTAIN (Color) Guy Madison Patricia Medina CS	AWAY ALL BOATS (Color) Jeff Chandler Julie Adams 114 min. Rev. 5/11/56	SEVEN MEN FROM NOW (Color) Randolph Scott Gail Russell 78 min. (Rel. 8/4/56)
CANYON RIVER (Color) George Montgomery Marsha Henderson CS 80 min. (Rel. 8/5/56)	HE LAUGHED LAST (Color) Frankie Laine Lucy Marlow Technicolor 77 min.		THE PROUD AND PROFANE William Holden Deborah Kerr Thelma Ritter VV 111 min. (Rev. 5/31/56)				EMERGENCY HOSPITAL Margaret Lindsay Byron Palmer 62 min. Rev. 8/20/56	FRANCIS IN THE HAUNTED HOUSE Mickey Rooney 80 min. Rev. 7/10/56	
THE YOUNG GUNS Russ Tamblyn Gloria Talbott 84 min. (Rel. 8/12/56)		THE FASTEST GUN ALIVE Glenn Ford Jeanne Crain Broderick Crawford 90 min. (Rev. 6/20/56)		THUNDER OVER ARIZONA (Color) Skip Homeier Kristine Miller Naturama 75 min. (Rel. 8/4/56)		QUEEN OF BABYLON (Color) Rhonda Fleming Ricardo Montalban 109 min.	HOT CARS John Bronfield Joi Lansing		(Sept. Releases)
	(Sept. Releases)								
	1984 Edmond O'Brien Jan Sterling 91 min. Rev. 7/19/56						HUK George Montgomery Mona Freeman 84 min. Rev. 7/26/56	EDGE OF HELL Hugo Haas Francesca De Saffa 76 min. Rev.	THE BURNING HILLS (Color) Natalie Wood Tab Hunter 94 min. Rev. 7/27/56
(Sept. Releases)		(Aug. Release)	(Sept. Releases)	LISBON (Color) Ray Milland Claude Rains Naturama 90 min. (Rel. 8/17/56)	(Sept. Releases)	(Sept. Releases)	RUN FOR THE SUN (Color) Richard Widmark Jane Greer 99 min. Rev. 7/24/56	I'VE LIVED BEFORE Leigh Snowden Joek Mahoney 82 min.	THE BAD SEED Nancy Kelly Pattie McCormack 127 min. Rev. 7/25/56
STRANGE INTERLUDE Ida Lupino Edmund Purdom Ann Harding 81 min. (Rel. 9/2/56)	MIAMI EXPOSE Dennis O'Keefe Patricia Medina 73 min. Rev. 7/31/56	THESE WILDER YEARS James Cagney Barbara Stanwyck 91 min. (Rel. 8/3/56)	THE VAGABOND KING (Color) Oreste Kathryn Grayson VV 85 min.	A STRANGE ADVENTURE Joan Evans Ben Cooper 70 min. (Rel. 8/24/56)				RAW EDGE (Color) Rory Calhoun Yvonne de Carlo 76 min. Rev. 7/24/56	A CRY IN THE NIGHT Edward O'Brien Brian Donlevy Natalie Wood 75 min. Rel. 9/15/56
CHASING DANGER Huntz Hall Stanley Clements 61 min. (Rel. 9/16/56)	SPIN THE DARK WEB Lee Paterson Faith Domergue 76 min.		SEARCH FOR BRIDEY MURPHY Louis Hayward Teresa Wright VV			THE LAST WAGON (Color) Richard Widmark Felicia Farr CS			
CALLING HOMICIDE Bill Elliott Kathleen Case 61 min (Rel. 9/30/56)	STORM CENTER Bette Davis Kim Hunter 85 min. Rev. 8/1/56						(Sept. Releases)	WALK THE PROUD LAND (Color) Audie Murphy Pat Crowley CS 88 min. Rev. 7/10/56	

Key: SYSTEM: CS—CinemaScope; VV—VistaVision; SA—SuperScope (anamorphic print). SOUND: Ss—Four track magnetic stereophonic sound; Ss (12)—Separate stereophonic sound print; Ps—Perspecta optical directional sound; Ms—single track magnetic sound; Os—standard optical sound. (Rev.) Motion Picture Daily Review Date.

Big' Films

(Continued from page 1)

grossing more than they did in 1955. Those with high grosses in July include "Trapeze," "The King and I," "Moby Dick" and "The Great Locomotive Chase." Subsequent run houses have not yet played the big pictures but almost all exhibitors agreed look for revived adult interest in films provided they maintain a high entertainment value.

MEMPHIS, Aug. 1—Theatre attendance here started an upsurge late in June, showed a healthy gain all during July over 1955 and has gone into August with no signs of a letup. Figures for Loew's Palace show it has almost doubled the average attendance of a year ago. The Warner, Malco and Strand theatres have also had increased attendance. Among the films here were "Trapeze," "The Searchers," "Moby Dick," "Autumn Leaves," "The Eddy Duchin Story" and "Crime in the Streets."

MILWAUKEE, Aug. 1—Mid-summer business has been holding at a strong level while drive-ins report business has been fairly good thus far. "Trapeze," "Moby Dick" and "The Fastest Gun Alive" are among the attractions here.

PORTLAND, ORE., Aug. 1—Down-town theatres report ever-increasing grosses, which, they say, are "most unusual for the mid-summer season." Houses were holding outstanding pictures from one to five extra weeks. Pictures doing well include "The King and I," "The Ladykillers," "Away All Boats" and "That Certain Feeling." Drive-ins report grosses ten per cent over the same period last year.

WASHINGTON, Aug. 1—Theatres, in most cases, are doing better business than in previous months, but only a few theatres report business better than last July. Almost all theatres have an increase in weekend attendance but this has been offset in many neighborhood theatres by a midweek drop. "The King and I," "Trapeze," "The Eddy Duchin Story," and "Moby Dick" are all doing well.

NEW ORLEANS, Aug. 1—A tremendous upsurge in attendance is reported here since July 4. Doing outstanding business are "The Eddy Duchin Story," "Trapeze," "The King and I," "Away All Boats" and "The Ladykillers."

OTTAWA, Aug. 1—Reports indicate theatre attendance and gross receipts are up slightly in many areas of Canada but drive-ins are not showing improvement, although weekend attendance for the latter is about the same as last year. Of all the factors helping attendance now, the failure of television to keep Canadians away from theatres is considered most significant, although the trend has not developed enough yet to draw any final conclusions. Still many managers

REVIEW:

Lisbon

Republic

HOLLYWOOD, AUG. 1
IN THE same way that Rome played a basic part in "Roman Holiday," Venice in "Summertime" and Monte Carlo in "To Catch a Thief," historic, romantic Lisbon figures elementally in the striking power of this exciting melodrama named for and filmed in that city. Not that it wouldn't have been a powerful attraction if photographed in another setting, but the intrinsic charm of the background itself, imparts to the necessary villainy and occasional violence in the foreground of the story a tone of realism not often attained in melodrama. With players as expert and exploitable as Ray Milland, Maureen O'Hara, Claude Rains, Francis Lederer and Yvonne Furneaux enacting colorful roles in a tight script, the production looks like a big profit-maker everywhere.

Trucolor and Naturama, Republic's own processes, are used with extraordinary eloquence by R. A. Milland, who is down as associate producer, and the direction by R. Milland (both of these gentlemen and Ray Milland being indistinguishable persons) gets off in high gear with a morning scene in which Rains, international criminal, sprinkles food on his window-sill to attract hungry birds so he can kill one of them with his tennis racket to provide his pet cat with its body for breakfast. This opening prepares the audience for the most extreme cruelty the writers may have dreamed up, and the script, although never going to quite this length again, lives up fairly well to the promise of the beginning.

The screenplay by John Tucker Battle, from a story by Martin Rackin, establishes Rains in Lisbon as a master-criminal living in unlimited luxury and Milland as an American of lofty original standing who is engaged now, evidently for thrills rather than money, in jewel smuggling and so forth, using his speed boat, capable of outrunning the law's craft, for the purpose. Rains engages Milland to meet an American wife whose millionaire husband is detained behind the Iron Curtain and to bring him some \$250,000 she is willing to pay to get her husband back. Instead, Milland brings back the lady herself, Miss O'Hara, who rejects Rains' offer to bring the husband back dead for a higher price, but who falls in love with Milland and thinks better of the Rains offer thereafter. This is the main thread of a story that has several secondary plots, and the surprise finish meets most of the normal audience requirements, with Rains and Miss O'Hara getting caught up with and Milland getting one of Rains' four beautiful girl secretaries, played by the Continental Yvonne Furneaux.

The picture is handsome, strong in story, novel in several respects, and likely to prove very popular on both sides of the ocean.

Running time, 90 minutes. General classification. Release date, June 7.

WILLIAM R. WEAVER

are finding that tv influence is weakening.

DETROIT, Aug. 1—Conditions are spotty here. However, there are definite grounds for optimism, it is reported, and the industry is comparatively better off than it was a month or a year ago. "The King and I" is running more than 250 per cent above average at the Fox Theatre with no end in sight to the engagement. Harold Brown, president of United Detroit Theatres, says neighborhood business is excellent but that first-run business is in direct ratio with the appeal of the attractions. Pictures doing well include "Trapeze," "Johnny Concho" and "Diabolique." Business for "Cinerama Holiday," in its second year, probably will better last year's.

DALLAS, Aug. 1—Allied Theatre Owners of Texas report very light increase in theatre attendance since July 1. Generally, attendance is off 20 per cent as compared to the same time last year.

Bausch & Lomb

(Continued from page 1)

Lomb president. The company expects "to realize substantial profits from its new English operations," he said, due to the "lower production costs and higher volume of sales anticipated when the company's new arrangements will have become fully effective in Britain."

Bausch & Lomb reported a net of \$715,057, or 98 cents a share, for the first half of the year, down from the \$980,639 or \$1.29 a share in the same 1955 period. While sales for the half were down to \$24,762,419 from \$25,467,571 for last year's first half, substantial gains were recorded through regular commercial channels in the second quarter this year, Hallauer said. "These gains," he declared, "offset to a greater extent than in the first quarter the decline in military and other special product categories. Further gains are anticipated in succeeding quarters, with the long term prospects appearing most encouraging."

U-I Honors

(Continued from page 1)

sions are portrayed in this U-I release starring Audie Murphy, Pat Crowley, Charles Drake and Anne Bancroft. Newsmen throughout the state in addition to executives from U-I were present at the initial showing of the CinemaScope and Technicolor film production at Walter Reade Jr.'s Community Theatre.

A granite monument dedicated to Clum was unveiled this afternoon at Claverack and later various tribal dances were performed by the Six Nations Indian Tribe from Coopers-town, N. Y. at the Hudson Fish and Game Club.

Miss Universe Attends

Heading the group of industry executives at the premiere were J. A. McCarthy, assistant general sales manager; Walter Reade Jr.; Charles Simonelli, Philip Gerard and Carol Morris, Miss Universe of 1957 who was recently signed to a U-I pact.

Hudson Mayor John L. Kelly presented the keys of the city to the U-I executives as well as scrolls to U-I and Walter Reade Jr.

Warner-Pathe

(Continued from page 1)

including NBC, CBS, DuMont and ABC, were approached last week concerning the sale of the estimated 25,000,000 feet of film in the newsreel's library but there were no buyers. An NBC spokesman said the network was negotiating with Warner Bros. to serve as sales agent for the film, much like NBC does with the March of Time library. If Warners fails to consider such a plan, the spokesman added, any possible deal will be cancelled.

A lack of time to study the proposition was given as the reason for RKO General Teleradio's refusal to consider a purchase, a spokesman commented.

"A Warner Bros. representative queried us about the purchase on Monday," the executive said, "but he wanted a decision one way or another by Wednesday in view of the Warner board meeting. Under those circumstances, we couldn't even consider the offer much less give him an answer in 48 hours."

While no purchase price was mentioned, the spokesman understood it would be well above the \$4,000,000 that Warners paid RKO Pathe News when they bought the newsreel agency in August, 1947. In contrast, the film backlog is reportedly for sale at a meager price, the company official said.



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REVIEW:

King of the Coral Sea

Allied Artists

Chips Rafferty displays triple-talented abilities (acting, writing and producing) in "King of the Coral Sea," filmed in Australia and released in this country under the Allied Artists banner. It's a professionally competent job and has sufficient dramatic continuity to hold the interest.

Rafferty is seen as supervisor, with Rod Taylor, of an organization assigned to bring up shell, pearl and the like from the ocean's depths. His boss is perennial playboy Charles Tingwell. Rafferty discovers a body out in the ocean, and subsequent police investigation reveals the dead man may have been associated with an alien smuggling ring. Arriving on the scene, Tingwell advocates greater use of modern diving equipment. At the same time, he's visibly impressed with Rafferty's daughter, diminutive Ilma Adey.

Smugglers, uneasy over the prevailing situation, hold Miss Adey hostage, but the latter's enterprising dad, aided and abetted by Taylor and an obviously-reformed Tingwell, comes to the rescue, at the same time assisting authorities in bringing smugglers to justice. Lee Robinson directed. Running time, 74 minutes. General classification. Release, June 24.

National Theatres

(Continued from page 1)

properties constituted \$418,000 to a nine-month total, compared to \$180,000 year ago.

Rhoden stated the NT board "is alert to the possible benefits of diversification and opportunities are being sought which will fit into the firm's progress and development." Rhoden also referred to the option agreement entered into for sale of the Roxy Theatre in New York, stating, "if completed, the sale will result in a sizeable capital gain for the company."

Report 73% Homes Had TV Sets in Feb.

WASHINGTON, Aug. 1—The Census Bureau reported that 73 per cent of all U.S. households had one or more television sets in February of this year.

This compared with 67 per cent in June 1955. Back in 1950, only 12 per cent of U. S. households had tv. The Bureau also reported that 4 per cent of all households in February had two or more tv sets.

See Mexican-Bonn Pact

MEXICO CITY, Aug. 1—Special permission to sell Western Germany all the Mexican films it orders was granted Cimex, the semi-official distributor of Mexican films abroad, by the National Cinematographic Board, it was announced by Jorge Ferretis, chairman. The permit is seen as paving the way to a Mexican-Bonn picture pact. As an immediate result, Mexico will welcome German pictures.

TO BE TELEVISION CITY 'Single Basis



M. P. DAILY PHOTO

Rockefeller Center says merchants on 50th Street, between Sixth and Seventh Avenues must vacate to make way for the Television City the corporation is planning. The property was purchased several years ago and long-term leases were signed with the tenants but clauses providing for immediate termination of the leases under restricted conditions were included. Negotiations for the sale of the Roxy Theatre, also on this block, by National Theatres, Inc., have not been concluded as yet.

TOA Sets

(Continued from page 1)

tremen from all parts of the U.S. reviewed proven ideas to bolster the box office and developed some new ones.

Blank, in appointing a special committee of exhibitors to head the TOA public relations program, said that 246 "money-making ideas" have been offered at the Chicago forum. These schemes will be incorporated in a special manual available to all TOA convention registrants, he said. A report on the forum will be given by Ernest G. Stellings, chairman of the TOA conference, and his assistants, M. B. Smith and Henry Plitt.

Several Basic Plans

Among the suggestions which the public relations program committee will work on will be a national "motion picture theatre day," "rookie of the year," stamp plans, national radio and television programs, and others, Blank said.

This TOA committee is headed by Harry Goldberg, assisted by Thornton Sargent, Marvin Goldman, Douglas Amos, Carl L. Patrick and Joseph Rosenfield. Their report will be presented to the board of directors of TOA on Sept. 19, prior to the association's convention at the New York City Coliseum here.

TOA also appointed a Theatre Community Relations Committee, following the Chicago forum. This committee is headed by Walter Reade, Jr., with Jack Braunagel, Jerry Greenebaum, Jerry Zigmund and Mike Simons as members. In addition, a Stamp Committee will investigate the various plans available, headed by Walter Morris, assisted by David Kamsky and Harold Field.

Calls It 'Positive Plus'

Blank said that the TOA conference "has been a positive plus to the industry. The various suggestions and ideas presented by the leading showmen in attendance will be implemented and carried out to the best interests of exhibition."

King Bill

(Continued from page 1)

decision had been reached yet, indicated today that the Treasury had forwarded its recommendations to the White House. While they would not say what the recommendation was, it was considered significant that they were putting more stress today on arguments in favor of the bill than on those against it. Thus, one official conceded that the revenue loss involved in the bill was substantial but added that it was less than under earlier proposals and that "the bill does give help to a large and depressed industry, and not just a few individuals."

Another official, admitting that the Treasury had opposed the bill before Congress and had warned that it would lead to demands for excise relief for other industries, pointed out today that Congress has now adjourned and that other industries must therefore wait until next year. This reduces the precedent-setting disadvantages of the admissions tax bill.

This official did say, though, that the Treasury still does not like the idea of tax relief for one industry ahead of others.

India Agrees to Set Up Film Finance Corp.

BOMBAY, Aug. 1—The Government of India has agreed to set up a Film Finance Corporation during 1957. It is understood the Government will advance an initial loan of 2,500,000 rupees as a nucleus for the corporation and it is expected that an additional 1,200,000 rupees will be realized through a tax on raw film and a duty on exposed film imported into the country. According to present estimates, the corporation's ultimate capital will be 10,000,000 rupees.

The proposed National Film Board, which will coordinate and control a production advisory bureau, a film institute and the existing Central Board of Film Censors will be estab-

(Continued from page 1)

basis, would be willing to sit with exhibitors "around a table" to discuss industry problems. However, it was pointed out by a number of distribution executives that a meeting between representatives of all companies with exhibition interests "would have to be thoroughly investigated before an official could be given."

National Allied's Abram F. Myers, in his comment on the Senate Business Committee's report on industry trade practices, renewed the association's bid for a top level industry conference between distributors and exhibitors to "consider thoroughly what each branch, each organization and each individual can do to rescue the business from doldrums."

To Be Presented Soon

Myers said that a formal proposal for a roundtable conference would be presented by Allied president Shor to the company press shortly. Yesterday's check of the companies disclosed that no Allied correspondence pertaining to the meeting has been received thus far.

Heineman, when queried about Allied bid, said "United Artists objected to sitting down with meaning exhibitors. We objected to meeting with people who have no motives."

Heineman's comments were echoed by executives at other companies. 20th Century-Fox sales executive said his company's policy has always been to sit down with exhibitors to iron out problems "with mutual understanding."

Legality to Be Scanned

It was pointed out by an executive of another film company that the SSBC recommended that all members of the industry sit down to discuss its problems from within, and that a must be made to see if there are any legal entanglements involved in such a meeting.

WB Stock

(Continued from page 1)

28.50 per share. All tenders must be submitted not later than 3 P.M. Sept. 5, 1956 on the company's behalf, which will be mailed to all stockholders in about two weeks and will designate the agency to which the tenders are to be deposited.

The company is advised that M. J. Albert and Jack L. Warner have tendered an aggregate of approximately 100,000 shares at \$27.50 per share.

lashed through a bill to be introduced in Parliament.

The board will consist of ten members of which three will be appointed from the industry from names submitted by the trade organization. Other members will include the chairman of the Censor Board, director of the film institute, documentary chief, representative of the Children's Film Society and three members from the cultural, social and art fields.

MOTION PICTURE DAILY

80, NO. 24

NEW YORK, U. S. A., FRIDAY, AUGUST 3, 1956

TEN CENTS

Warner Announces Taplinger to Head Warner ad-Publicity

den, Golob, & Steinberg Take New Duties Also

Robert S. Taplinger, of the industrial public relations firm bearing his name, has been elected by the board of directors of Warner Brothers Pictures as vice-president in charge of advertising and public relations, it was announced here yesterday by Jack L. Warner, president.

Taplinger, who will leave New York tomorrow for a European vacation with Serge Semeroff, senior vice-president of the National Bank of Boston, will (Continued on page 4)

August Openings Set 'Bigger Than Life'

"Bigger Than Life," which had its premiere yesterday at the Victoria Theatre, New York, and will next week at Boston's Memorial Theatre, has been set by 20th-Fox to run in 11 other theatres by the end of August, it was announced yesterday.

Produced by and starring James Dean, the "controversial" drama is (Continued on page 4)

Equipment 'Showman' Forum Set For Sept. 22

The Annual Equipment Showman-Forum conducted by Theatre Equipment and Supply Manufacturers Association in connection with its convention and trade show will be held Sept. 22 on the fourth floor of New York Coliseum.

John H. Hyndman, of Eastman (Continued on page 4)

MPAA Directors May Meet Early Next Week

The board of directors of the Motion Picture Association of America is expected to meet early next week—providing that all of the company presidents are available and in town, it was reported yesterday.

The MPAA board is scheduled to discuss a varied agenda highlighted by such topics as Academy Award sponsorship, the Allied States Association call for a roundtable meeting, a progress report by its various committees, the appointment of a distribution representative to the Council of Motion Picture Organizations, and a report by MPAA president Eric Johnston on domestic and foreign affairs.

NARTB Head Hits Toll-TV

WASHINGTON, Aug. 2—Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, stated today in a pamphlet published by the association that the organization "is opposed to any form of subscription tv which, through the use of channels allocated for free television, will jeopardize the right of the public to receive a full, free service."

Any implication, Fellows continued, "that free television cannot provide a fully acceptable program service for very home in the nation must be measured against the re- (Continued on page 4)

Big Pictures Are Salvation Vidor Says

By LESTER DINOFF

The motion picture industry can not solve its problems by giving its customers and patrons inconsequential product, according to veteran director King Vidor, who recently completed "War and Peace" in VistaVision for Paramount Pictures distribution.

Vidor, speaking at a trade press conference here yesterday, emphatically declared that (Continued on page 2)



King Vidor

FAME Poll Basis for Lustre-Creme Contest

The Hollywood endorsement campaign long featured by Lustre-Creme shampoo will be given a new look this fall. A \$35,000 Sweepstakes contest based on the FAME poll conducted annually by Motion Picture Herald for FAME Magazine, to select the top money-making stars at the box office, is set for September.

Featuring 22 top Hollywood stars, the Sweepstakes will be launched in (Continued on page 4)

Subsidy

British Will Continue Aid To Producers

Commons Told Quota and Loans Will Be Extended

By PETER BURNUP

LONDON, Aug. 2—Producers in Britain are assured of continued Government assistance after the present Quota and Eady plans expire, Peter Thorneycroft, president of the Board of Trade told the House of Commons today.

The assurance came in answer to a series of questions in Commons Tuesday pressing Thorneycroft to allay anxieties regarding the future of British film production.

Telling Commons that the Government had reached "certain broad conclusions" which he was announcing now in order that producers might know the forms of assistance they might expect in the future, the Board of Trade president said:

1. The exhibitors quota will be ex- (Continued on page 4)

Mullin Urges Thanks To Congressmen

Special to THE DAILY

BOSTON, Aug. 2 — Martin J. Mullin, COMPO chairman in this area, yesterday congratulated his fellow exhibitors on their "splendid efforts and cooperation" in getting the King Bill passed.

In a letter dated Aug. 1, he also says the admission tax on tickets up to 90 cents was eliminated because of the "determined direction of a (Continued on page 4)

NFS Will Handle Selznick Features

A group of features from the Selznick Co. will be handled by National Film Service, Inc., in seven of its depots, it has been announced by James P. Clark, president of National Film.

Clark said the Albany, Boston, Buffalo, New Haven, New York, Phila- (Continued on page 4)

REVIEW:

BIGGER THAN LIFE

20TH CENTURY-FOX CINEMASCOPE

THIS BIG SCALE production in CinemaScope and DeLuxe color places before the paying public, in the cinema's bigger dimensions and uninterrupted continuity, the same type subject that television placed before its non-paying public in the "Medic" series. Production-wise there is, naturally, no comparison as to quality, force, impact, clarity, completeness, credibility, and realism. If experience proves that its intrinsic superiority is to be rewarded in proportion to the accolades (Continued on page 4)

HOLLYWOOD, AUG. 2

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, left New York yesterday for California for a series of conferences with executives at the studios.

MOE KERMAN, president of Tudor Pictures, will leave New York next week for the Coast.

MANNY REINER, recently appointed European sales manager for Television Programs of America, will leave here by plane on Sunday for Europe.

MASAICHE and **KOJI SHIMA**, producer and director, respectively, of "Phantom Horse," will arrive in New York today from Hollywood.

C. H. SIMPSON, exhibitor of Alabama and Tennessee, has returned to his Knoxville headquarters from Los Angeles.

CYRIL RITCHARD will leave here today for London via B.O.A.C.

R. D. PURIE, Hoffberg Productions' special representative for Latin America, will leave New York Wednesday for Venice.

JOHN TURNER, United Artists district manager, was in Gloversville, N. Y., from Philadelphia.

J. E. ARON, owner of the Bama Drive-in Theatre, Anniston, Ala., has returned there following a vacation spent in Maryland.

Gaumont Reports Profits

PARIS, Aug. 2—Gaumont made a profit of 47 million francs in 1955, it is announced by M. Jean Le Duc, Gaumont president, who says French films were responsible for 84 per cent of the profit. Gaumont has now reached agreement with several large centres to recondition or rebuild cinemas. Most important is an agreement with the Ste des Bains de Mer of Monaco. Gaumont will now operate cinemas in Monte Carlo.

SMPTE Has Test Film

A new 16mm magnetic multi-frequency test film is now available from the Society of Motion Picture and Television Engineers, it was announced yesterday by Axel G. Jensen, engineering vice-president. The test film is the last in a series of standards and standardized test methods that the SMPTE has developed for the motion picture and television industries.

Buena Vista to Hold 2-Day Sales Meeting

A special sales conference of Buena Vista's top distribution personnel will be held at the Ambassador Hotel here next Tuesday and Wednesday, it was announced yesterday by Leo F. Samuels, president and general sales manager of the Walt Disney distribution subsidiary.

Attending the conference will be executives from the Disney Studios, the district managers from BV's eight U. S. sales districts, and a number of executives from the company's home office in New York.

Foremost among the items on the agenda of the meetings will be the development of an accelerated sales policy on the re-release of Disney's "Fantasia." Also to be discussed are Disney's newest True-Life Adventure feature, "Secrets of Life," which will be nationally released November 15; and "Westward Ho, the Wagons," Disney's first Western, in CinemaScope and Technicolor, which is a Christmas release.

Will Consider Foreign Product

An important place in the proceedings will be given to the distribution of outside product by the Buena Vista organization.

Attending the two-day conference from BV's home office will be Samuels; Irving H. Ludwig, domestic sales manager; Albert Margolies, director of advertising and publicity; James O'Gara, eastern division manager; Jesse Chinich, western division manager; Louis Gaudreau, treasurer; Leo Greenfield, assistant western division manager; and Howard Hein, assistant eastern division manager.

The Disney Studio will be represented by Carl Walker, vice-president of Walt Disney Productions; and Ray Keller, who is in charge of distribution matters at the Studio.

Eight from New York

The eight district managers who will come to New York for the conference are: Herbert Schaefer, Northeastern District, Boston; Mort Magill, Eastern District, Philadelphia; Ted Levy, East Central District, Cleveland; Kenneth Laird, Southeastern District, Atlanta; Douglas Deseh, Southwestern District, Dallas; Harris Dudelson, Midwestern District, Chicago; Marvin Goldfarb, Rocky Mountain District, Denver; and Wendell Bjorkman, Pacific Coast District, Los Angeles.

Harry Aitken Is Dead

CHICAGO, Aug. 2—Harry Aitken, 69, pioneer film maker, died suddenly in a theatre yesterday. His most famous film, made in collaboration with D. W. Griffith, was "The Birth of a Nation," released in 1915.

No Horizontal VV Prints To Be Made

Horizontal projection prints are not contemplated for the release of Paramount's VistaVision production of "War and Peace," according to Herb Steinberg, exploitation director for Paramount Pictures.

Steinberg said that only five theatres were equipped with Paramount-owned horizontal projection equipment and that he did not know if this equipment was still in the theatres.

In regard to a question posed to King Vidor, director of "War and Peace," Steinberg answered that the film will be available to theatres in "single frame" VistaVision and that no "double frame" prints are planned at present.

Vidor View

(Continued from page 1)

"the day of the grind (program) pictures is over. Television takes care of that. The solution to many of our problems is to turn out 'big' motion pictures for 'big' screens with 'big' expenditures."

Pointing out that audiences for motion pictures are "lost" because of "inconsequential product," Vidor said, "big pictures must have individual human story and mass action to appeal to mass audiences. With films

Author L. Mayer, promotional consultant to Paramount's "War and Peace" said that the three hour and 28 minute picture will have continuous performances during its engagement at the Capitol Theatre here, following its world premiere on Aug. 22. It was pointed out that in other situations, the film may have intermissions, dependent on contracts with theatres.

such as "War and Peace," we could tap the vast audience that doesn't go to the motion picture theatres."

Saying that his future production plans are still uncertain, Vidor, who has been working on the Leo Tolstoy novel for over 18 months, said that "this long-playing spectacle was produced without the use of Hollywood methods. We didn't go over there to change Italian methods and characters. Their facilities, sets and costumes are unbeatable under the present conditions there." "War and Peace" now runs three hours and 28 minutes, Vidor said, pointing out that it initially ran close to five hours before the "cutters got hold of it."

Vidor said that the picture was filmed in horizontal "double frame" VistaVision, but all the rushes and prints which he worked on were in "single frame."

Senate Group To Study Tax

From THE DAILY Bureau

WASHINGTON, Aug. 2—The Senate Finance Committee has directed the staff of the House-Senate Joint Committee to make a thorough study of excise tax problems during Congressional recess.

Committee chairman Byrd (Va.) also directed the joint committee staff to look into fourteen other tax problems with a view to having recommendations ready in January. These other problems included effects of the tax laws on small business, taxation of corporations doing business abroad, tax loopholes and the tax treatment of capital gains.

The staff study directed by Byrd would be in addition to studies planned by two subcommittees of the House Ways and Means committee. One of these is going to study excise rates while the other is studying all other tax problems. Both the subcommittees expect to have their own staffs.

Two File Titles For Doria Film

Several Hollywood producers reportedly are considering films based on the "Andrea Doria" sinking. S. Katzman, affiliated with Columbia Pictures, and Abner J. Greshler, an independent, have filed claims to title with the film industry's Title Registration Bureau in Hollywood. Greshler has filed one title: "Andrea Doria."

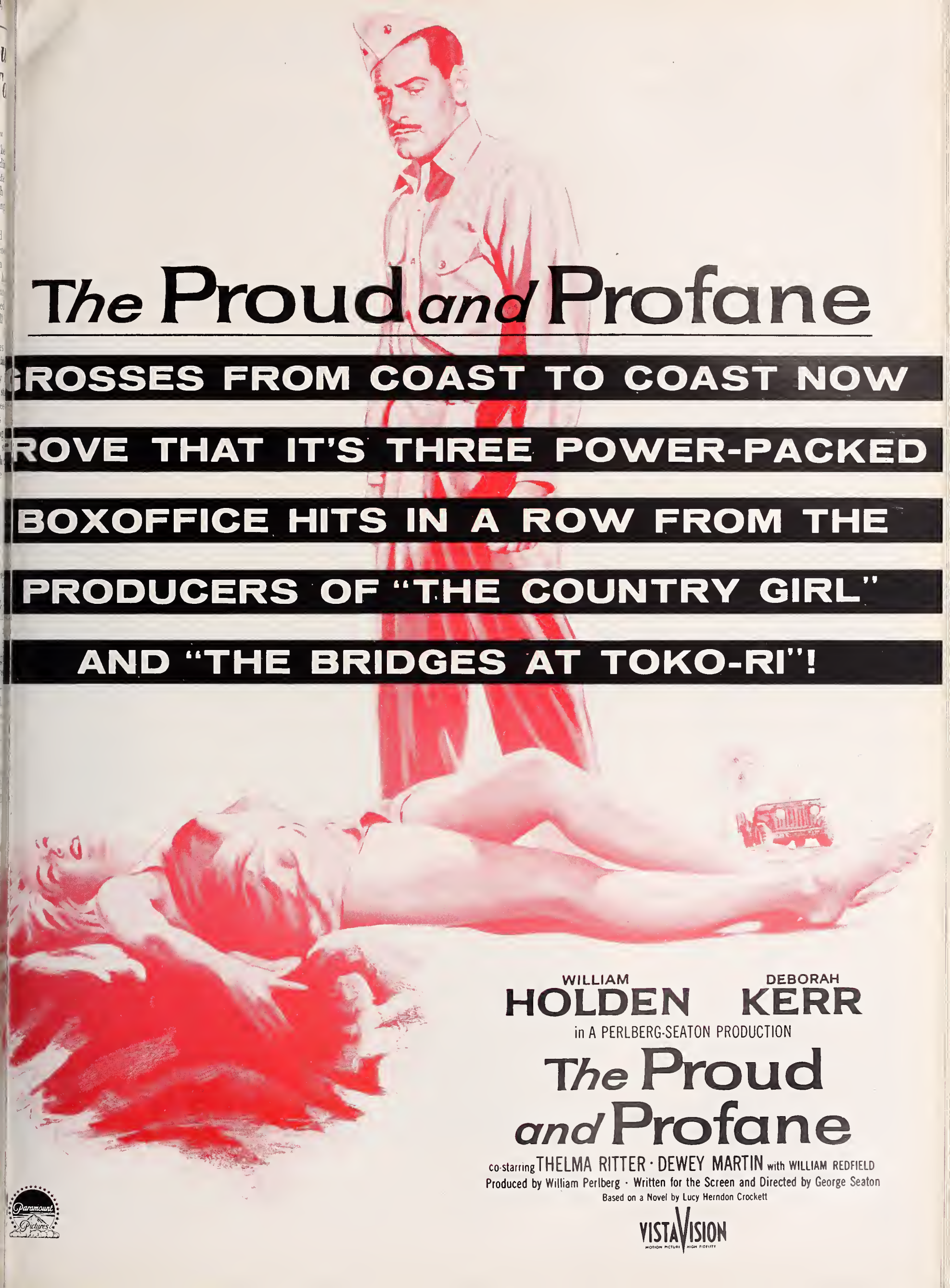
Katzman, on the other hand, lined up ten titles: "SOS Andrea Doria," "The Proud Liner," "The Voyage of the Andrea Doria," "The Hours of the Andrea Doria," "The Last Eleven Hours," "The Floating Palace," "Disaster at Sea," "Crash of the Cope Cod," "The Andrea Doria Story," and "Abandon Ship."

Oregon Exhibitor Dies

PORTLAND, Ore., Aug. 2—Arthur E. Laflar, 69, for many years operator of the old Oregon and Grand theatres in Salem, Oregon, died of a heart attack here. He was a native of Afton, Iowa.

NEW YORK THEATRE

RADIO CITY MUSIC HALL—
Rockefeller Center
TYRONE POWER • KIM NOVAK
in
"THE EDDY DUCHIN STORY"
in CinemaScope and Color
A Columbia Picture
and SPECTACULAR STAGE PRESENTATION



The Proud and Profane

GROSSES FROM COAST TO COAST NOW

PROVE THAT IT'S THREE POWER-PACKED

BOXOFFICE HITS IN A ROW FROM THE

PRODUCERS OF "THE COUNTRY GIRL"

AND "THE BRIDGES AT TOKO-RI"!

WILLIAM HOLDEN DEBORAH KERR

in A PERLBERG-SEATON PRODUCTION

The Proud and Profane

co-starring THELMA RITTER · DEWEY MARTIN with WILLIAM REDFIELD
Produced by William Perlberg · Written for the Screen and Directed by George Seaton

Based on a Novel by Lucy Herndon Crockett

VISTAVISION
MOTION PICTURE · HIGH FIDELITY



PEOPLE

Robert F. Hurleigh, director of Washington operations for the Mutual Broadcasting System since 1954, has been named supervisor of radio station WGMS, Washington, it has been announced by Thomas F. O'Neil, president of RKO Teleradio Pictures.

Skee Yovan, for eight years manager of Loew's Orpheum Theatre in St. Louis, has been shifted to Memphis to manage the circuit's Palace Theatre, succeeding Cecil Vogel, who retired recently because of ill health.

Howard E. Rieder, a copywriter at J. Raymond Advertising, has joined Orson W. Hunter and Associates as copywriter and account executive.

Harvey Reinstein, salesman in Buena Vista's Jacksonville office, has been transferred to the home office as selling representative in the New York area. He will be succeeded in Jacksonville by Robert Stevens, formerly of 20th Century-Fox. Patriek Halloran, formerly associated with Fox and Paramount, has joined BV as salesman in the Omaha territory.

Monroe Greenthal has announced that the Monroe Greenthal Co. has moved to 595 Madison Avenue, where it will have available double the floor space as formerly.

British to Continue

(Continued from page 1)

tended beyond its termination in October, 1958.

2. The powers of the National Film Finance Corp. to make loans, which expires March, 1957, will be renewed.

3. A statutory scheme comparable in purpose with the present Eady plan will come into operation when the present voluntary scheme lapses in October, 1957.

'Moby Dick' Setting

Holdover Time Records

"Moby Dick" is setting a new pace for holdover time in its 117 nationwide openings to July 25 with a total of 367 weeks of playing time in these engagements, according to Warners. This represents an average holding time for the John Huston production of better than three weeks per engagement, and covers holdovers from one to five weeks in engagements to date with several of the original openings continuing indefinitely, such as New York, Chicago, Los Angeles, Boston, Philadelphia, San Francisco, Washington, Baltimore and Indianapolis. The company also announces the film will begin 146 additional engagements this coming weekend.

BIGGER THAN LIFE

(CONTINUED FROM PAGE 1)

lavished on the first "Medic," "Bigger Than Life" is going to be very big box office indeed.

Already, with release still to come, columnists and film writers have given wide circulation to information concerning its story content. Already most people know it has to do with cortisone, its side effects, and its misuses. This circumstance suggests strongly that first audiences will be composed largely of persons interested in this type subject, and to serious-minded people in general. To these people it will unfold in completely serious and thoughtful manner its straightly-told story about a school teacher, stricken with arterial inflammation that only cortisone can cope with, who allows economic pressure to impel him to over-dosing with cortisone instead of reporting to a doctor. Overdosing results in a psychosis, beginning with delusions of grandeur and mounting to imminent infanticide that is counter-acted, at picture's end, by hospitalization, although lifetime use in carefully supervised dosage is pronounced necessary.

The story is grim, graphically underscored, and devoid of humour, but it makes its points, both medical and melodramatic, firmly. The script is by Cyril Hume and Richard Maibaum, from their own story based on a *New Yorker* article. Direction by Nicholas Ray is possibly his best work to date.

James Mason, as star and producer, doubtless will be widely praised for his work on both jobs. Barbara Rush, Walter Matthau, Robert Simon and Christopher Olsen provide strong support.

Release date, August, 1956. Running time, 95 minutes. General classification.

WILLIAM R. WEAVER

NARTB

(Continued from page 1)

markable growth of the medium... over the last decade."

Reproductions of letters opposing pay-tv are printed in the 20-page booklet, including messages from Congressmen to their constituents, to the Federal Communications Commission from citizens, and representatives of civic, professional and labor organizations and colleges and universities.

The pamphlet is being distributed to its membership, Congress, government officials, educators and others, NARTB said.

Mullin Urges Thanks

(Continued from page 1)

handful of militant industry executives who refused to listen to the wailing of the 'it can't be done' boys."

Mullin adds, "we could not have succeeded without the support of your two Senators and your Representatives in Congress, to all of whom we are deeply indebted. . . . So, may I urge you to write, today without fail, to your Senators and Representatives, and, in your own language, thank them sincerely."

NFS Will Handle

(Continued from page 1)

adelphia and Washington NFS depots would do backroom work on the films, which include "I'll Be Seeing You," "Since You Went Away," "The Paradine Case," "The Spiral Staircase," "Portrait of Jenny," "Intermez-

FAME

(Continued from page 1)

the September 17 issue of *Life Magazine* with four-color spread. The same ad will appear subsequently in *Ladies Home Journal*, *McCall's*, *Dell Modern Group* and *True Story Women's Group*. TV commercials have been filmed on the Sweepstakes and they will be telecast on the regularly sponsored schedules of national tv programs from mid-September through November.

Entry blanks will be included in each printed ad and the Sweepstakes will be promoted heavily through counter and floor displays in all Lustre-Crere outlets. An entrant need only pick his or her favorite star, write the name on the entry blank and mail it. If the choice is the same as the top female winner of the FAME poll, the entrant becomes eligible for the drawing of the \$20,000 first prize.

Additional drawings for prizes (one for \$5,000; five for \$1,000 each; and 500 for \$10 each) will be made after the first prizewinning name is selected. All names will be drawn from the group voting for the winner of the FAME poll. The poll's winning actress, as well as the announcement of the name of the consumer winner, will be televised on a nationwide hookup sometime in December. The consumer winner's name will be drawn immediately upon the announcement of the FAME poll Top Money-making Actress for 1956.

zo" and the 1932 version of "A Bill of Divorcement."

Taplinger

(Continued from page 1)

assume his new duties with the duction-distribution company on 1, by which time a merger of his with another leading public relation agency will be effected.

Under the terms of the agreement Taplinger, who will receive stock option rights in addition to his salary, will headquarter here and devote time to the company's activities.

At Warners, Gil Golden will continue as advertising manager will be executive assistant to Taplinger, with additional duties to be announced later. Larry Golob, presently Eastern publicity director, will become national publicity director. Charles S. Steinberg, now assistant Eastern publicity director, will become Eastern publicity director. William Hendricks heads the publicity department at the Warner Brothers studio in Burbank, Calif.

Taplinger was in charge of publicity at the Warner Brothers studio for four years, from 1937 to 1940. Previously he was publicity director of Columbia Broadcasting System, where he joined in 1928. He resigned CBS in 1934 to open his public business, which was absorbed by Warners two years later when he joined the company. Subsequently Taplinger was executive assistant to the president of Columbia Pictures and vice-president for Walter Wanger and Enterprise Productions.

'Bigger Than Life'

(Continued from page 1)

being released slowly under a specialized distribution-promotion program designed to gain maximum penetration for each engagement over several weeks in advance of opening according to the company.

Other playdates this month are Los Angeles, Ritz, Fox and Academy; Los Angeles, Hollywood, Atlanta; Chicago, RKO Palace, Cleveland; Chicago, Chicago; Rialto, Atlanta; Paramount, Toledo; Indiana, Indianapolis, and State, Minneapolis.

Equipment Forum

(Continued from page 1)

Kodak Company, will be moderator of the forum and Martin Wolf, A Service Company division of the Associated Companies, will be keynote speaker. Interested guests will be members of the Theatre Owners of America and local theatre owners and operators.

Name 'Joan' Test Cities

Otto Preminger has selected test cities where he will audition semifinalists in his search for a new actor to play the title role in "Saint Joan," it was announced by United Artists, who will distribute the film version of the Bernard Shaw play.

They are Atlanta, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, New York, St. Louis, San Francisco, Seattle, Washington, Montreal and Toronto.

U. I.'s "Walk the Proud Land" in Gala Bow!

AS HAS been demonstrated time and again, the World Premiere of a motion picture can become the most exciting event in the history of a community. That is what happened at Hudson, New York (Pop. 12,000) when 14,000 people lined the streets to welcome actor Charles Drake and Carol Morris, just crowned "Miss Universe of 1957" who were brought there by Universal-International for the World Premiere of "Walk the Proud Land," the CinemaScope and Technicolor film production starring Audie Murphy. Two network radio shows, wire services' representatives and syndicate writers are carrying to the nation the story of the premiere, which was tied in with ceremonies marking the birthplace of John Philip Clum, one of America's unsung heroes of the West whose life story is told in "Walk the Proud Land." So great was the crowd who sought admission to Walter Reade's 1,500 seat Community Theatre that a second show had to be scheduled to accommodate the throngs, with record business continuing yesterday in Hudson and throughout the territory.



One of the three bands in the five-block-long parade from the railroad station at Hudson to City Hall.



Part of record crowd which witnessed the welcoming ceremonies at Hudson.



Mayor John Kelly of Hudson welcomes Carol Morris with ceremonies being recorded by a battery of microphones.



Claverack, birthplace of John Philip Clum, F. J. A. McCarthy, assistant general sales manager of Universal, presents monument to Clarence W. Miller, supervisor of the town before Indians of Six Nations.



On stage of Community Theatre, Walter Reade Jr., president of Walter Reade Theatres and Mr. McCarthy receive scrolls from Mayor Kelly. Actor Charles Drake and Carol Morris are spectators.



Miss Morris is made a member of the Six Nations tribes by Chief John Big Tree at a special barbecue at the Hudson Fish and Game Preserve.

(Advt.)

NORMAN KRASNA'S

**"THE AMBASSADOR'S
DAUGHTER"**

**HAS SHATTERED THE
ALL-TIME FIRST WEEK
HOUSE RECORD!**

-- *Esquire, Chicago*



MOTION PICTURE DAILY

Concise
and
to the
Point



All
the News
That
News



80, NO. 25

NEW YORK, U. S. A., MONDAY, AUGUST 6, 1956

TEN CENTS

Campaign

an Meeting ortly on wards Poll

ne Says Dues Drive Already Commenced

Council of Motion Picture Organizations' Audience Awards Committee will meet "within the next weeks" to formulate plans for second annual campaign, according to Robert Coyne, special counsel member of the COMPO triumvirate. Coyne also said that the dues drive has already commenced.

The COMPO Audience Awards Campaign, which was inaugurated in 1955, will select the "best picture of the year," the "best male and female performers," and the "most interesting picture" (Continued on page 2)

ustry In 'Comeback' Investment Advisers Say

"The motion picture companies are poised for a comeback," says the Value Line Investment Survey, published by Arnold Bernstein & Co., investment advisers here. "Motion picture attendance," it says, "has been disappointing since mid-1955, but has picked up in recent months, stimulated by the absence of tv favorites from the airways and the release of some quality motion pictures."

"Another boon," the Value Line Survey points out, "is on the way: Congress has voted to rescind the Federal Excise Tax on tickets costing more than 90 cents effective Sept. 1." (Continued on page 2)

Technical Sessions for SMPTE Meet

Seventeen technical sessions are planned for the 80th semi-annual convention of the Society of Motion Picture and Television Engineers Oct. 1-5 in Los Angeles, it was disclosed at the quarterly board meeting of SMPTE here Friday.

They will be included on the program at the Ambassador Hotel in Los Angeles, where the election of officers, distribution of awards and—possibly—introduction of Loew's 65mm process.

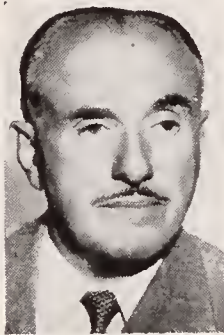
Jack Warner Reports:

WB Ready for 'New Era' with Strong Production Line-Up

BURBANK, CALIF., Aug. 5—The policy of Warner Bros. "is, and will continue to be, keynoted by the two most essential factors for success in this or any other business—strength and courage," Jack Warner, president, declared

here today in announcing a schedule of new productions which the company has lined up for presentation.

"If all the man-hours spent in fear and trembling over the fate of the industry by too many motion picture



Jack Warner

people were devoted to a strong and courageous effort in the cause of good picture-making, this industry (Continued on page 3)

'Oklahoma!' to Bring \$3 Million Abroad

Magna Theatre Corp. will receive \$3,000,000 from distribution of "Oklahoma!" in foreign territories, according to a company report, which pointed out that Magna has already received two-thirds of this figure and the additional \$1,000,000 payment is due by June, 1957.

Company operations for the quarter (Continued on page 2)

COMPO to Discuss Bid To Handle TOA's PR Plan

The press relations committee of the Council of Motion Picture Organizations will meet here Wednesday night to discuss a request from the Theatre Owners of America that COMPO handle the proposed TOA public relations program which would explore "new ideas for increasing interest in motion pictures," it was reported at the weekend.

It is understood that Harry Goldberg, chairman of the TOA public relations program committee, will report to the COMPO press relations group on TOA's Chicago showmanship forum where the program was formulated.

Not Merging Facilities, Say Paramount and U-I

A categorical denial of an "irresponsible" story published by a Hollywood trade paper alleging a pending combining of the physical production and exchange facilities of Universal (Continued on page 2)

Aug. 14-15

Allied Board Slates Meeting In Louisville

SSBC Report on Agenda; EDC Also Will Confer

From THE DAILY Bureau

WASHINGTON, Aug. 5—Analysis of the report on motion picture industry trade practices made recently by the Senate Small Business Committee will be the major subject on the agenda of the board of directors of Allied States Association at a meeting at the Kentucky Hotel, Louisville, Aug. 14-15.

The Allied board meeting will be preceded by a meeting of the Emergency (Continued on page 2)

Sunday Showings Win In Jackson, Tenn.

Special to THE DAILY

MEMPHIS, Aug. 5—The "Sunday Movies" referendum in Jackson, Tenn., carried. The vote was 3,604 for, and 3,333 against, leaving a margin of 271. The proposal carried nine of the 13 voting precincts in Jackson.

Under the new law, Jackson's two motion picture theatres can operate during non-church hours on Sunday—from 1 to 6 and after 9 P.M. The theatres did not plan to start Sunday operations today, as the vote will not be certified by the Election Commission until tomorrow.

It was the third "Sunday Movies" (Continued on page 2)

NBC Plans TV Station For Color in D.C.

The nation's first television station designed and constructed from the ground up specifically for local and network color programming will soon be built by the National Broadcasting Company in Washington, D.C., for its owned and operated stations WRC and WRC-TV, it was announced here on Friday by Robert M. Sarnoff, president of NBC. He said construction will start in two weeks with completion scheduled for the Fall of 1957.

Televisión Today

IN THIS ISSUE

PAGE 5

- ▶ **Spotlighting the news in Television Today: the industry prepares for the forthcoming International Amphitheatre and Cow Palace Spectaculars.**
- ▶ **Passing in Review: the week's highlights in shows.**
- ▶ **Who's Where: promotions in the industry.**

PERSONAL MENTION

SERGE SEMENENKO, senior vice-president of the First National Bank of Boston, and **ROBERT S. TAPLINGER**, newly-elected Warner Brothers vice-president in charge of advertising and public relations, left here with Mrs. SEMENENKO over the weekend for Europe.

RUSSELL W. HADLEY, Paramount assistant managing director in London, and Mrs. HADLEY arrived in New York from England on Friday aboard the "Liberte."

ALAN MAXWELL, managing director of Harmony Films, Ltd., will arrive here today from London via B.O.A.C.

JOSEPH L. MANKIEWICZ returned to Hollywood at the weekend from New York.

HAROLD RAND, trade press contact for 20th Century-Fox, has left New York for a vacation at Lake George, N. Y.

MARTIN P. SALKIN, has been named director of publicity and production for Decca Records.

NORMAN LAND, recently-appointed publicity manager for RKO Radio in Europe and the Near East, left here Saturday for Paris.

ARTHUR JACOBS, general sales manager of Dominant Pictures, left New York at the weekend for New Orleans and Dallas.

ED GOLDEN, producer, has returned to the Coast from New York.

IFE to Release Six New Films by 1957

The IFE Releasing Corp. will have a minimum of six new Italian and French motion pictures in the domestic market by January, 1957, according to an official of the company. He said it is also contemplating release of eight other films.

The six new films to go into release are "Roman Tales," "Symphony of Love," "Forbidden Fruit," "Torpedo Zone," "Con Men" and "Fabulous India." It is also expected that "Neapolitan Carousel" may go into release this year.

Films to be replayed in specially selected situations are "Lost Continent," "Riviera," "The Return of Don Camillo," "Lease of Life," "Maddalena," "Madame Butterfly," "Aida" and "Bread, Love and Dreams."

Plan Meeting

(Continued from page 1)

promising male and female players." The committee will meet to consider suggestions for changes in the manner of conducting balloting. According to Coyne, it is expected there will be only one nominating ballot form in the poll to be conducted this November.

A 1956 campaign was assured a number of weeks ago when member companies of the Motion Picture Association favorably ruled on a COMPO request for financial assistance. The MPA member companies renewed their agreement to match exhibitors' dues payments to COMPO up to a maximum of \$100,000 for another year.

The Awards Committee is composed of Alice N. Gorham of United Paramount Theatres, Detroit, chairman; Frank H. Ricketson Jr., general manager of National Theatres; Paul Lyday, of Fox Intermountain Theatres of Denver; Paul Levi of American Theatres Corp., Boston; Ralph Russell, Palace Theatre, Canton, O.; Emil Bernstecker, Wilby-Kincey, Atlanta; Senn Lawler, Fox Midwest Theatres, Kansas City; Harry Mandell, RKO Theatres, chairman of the COMPO press relations committee; and Charles E. McCarthy, COMPO information director.

U-I Paramount

(Continued from page 1)

International and Paramount, was issued here at the weekend by Alfred E. Daff, U-I executive vice-president.

Daff called a meeting of key U-I executives and department heads at which he said, "There is not one single iota of truth in the entire report. It is a complete fabrication. No one in this company has ever—at any time—conducted any such discussions or negotiations with Paramount or with any other company."

Edward H. Muhl, U-I vice-president in charge of production, likewise told the meeting that at no time had there ever been any conversations "with Paramount or anyone else" about such a merger.

George Weltner, president of Paramount Film Distributing Corporation, also denied the story here, calling it a "pure figment of the imagination."

Industry Comeback

(Continued from page 1)

(assuming Presidential approval). This is expected to swell the profits of exhibitors and producers and keep many a marginal theatre in operation. The film companies need these funds to finance the production of new films in sufficient quantity and quality to compete effectively with television, and to provide stockholders a more adequate return on their investment."

Sneak '10 Commandments' In Salt Lake City

Special to THE DAILY

SALT LAKE CITY, Aug. 5—Cecil B. DeMille's production of "The Ten Commandments" was previewed at the Center Theatre here Friday night before an audience composed of top Paramount Pictures' executives and local citizens who bought tickets to see the picture, advertised in newspapers as a "four-hour sneak."

Tickets for the preview went on sale early Friday morning at the theatre, and the management reported they were sold out by noon.

Plan Variety Programs To Attract Youngsters

A series of fifteen 90-minute variety programs especially designed to appeal to children, to be called "The Big Fun Carnival," will be produced by Gold Medal Productions and released by Artists-Producers Associates, according to an announcement here by A. W. Schwalberg, president of the distribution company.

Schwalberg said the program was devised after a survey among independent theatre owners and circuit operators to determine what could be done "to get today's new generation of children into the theatres."

Musicians Group Sets Up Branch on West Coast

LOS ANGELES, Aug. 5 — The American Federation of Musicians is setting up a branch office on a trial basis, according to James C. Petrillo, president. Herman D. Kenin of Portland, Ore., a member of the Federation's executive board, has been assigned to establish the office.

The purpose of the action, it was stated, is to ascertain whether there is a need to create a permanent branch office on the West Coast to eliminate possible difficulties encountered by all locals in that area because of the time differential between it and New York, where the main headquarters are located. It is expected that the West Coast office will be functioning by Sept. 1.

Musician Sues Universal For 'Breach of Contract'

HOLLYWOOD, Aug. 5 — Manuel Compinsky, a musician who invoked the Fifth Amendment last April before a subcommittee of the House Committee on Un-American activities, has filed a \$2,249.80 damage suit against Universal-International Pictures for dismissing him after the House hearing.

Allied Board

(Continued from page 1)

agency Defense Committee on the night of Aug. 13 under the authority of chairman Benjamin Berger.

The Allied announcement of a summer board meeting said "Louisville was chosen as a comment to Allied Theatre Owners of Kentucky, Allied's youngest unit, a tribute to Edward L. Ornstein for his efforts in organizing it."

The announcement pointed out that a full agenda for the ED board meetings hasn't been set so far and requests leaders of all units to send in suggestions not later than Aug. 10.

Among other topics which were discussed by the Allied directors was an industry roundtable, which the association has called for once following issuance of the SSF report. Other topics of discussion likely will include the industry's repeal fight, the possibility of becoming an active participant in the Council of Motion Picture Industry, and other industry problems, it was indicated.

Oklahoma

(Continued from page 1)

terminated April 30, inclusive of payment of \$1,000,000 for the rights to "Oklahoma!" resulted in income in excess of \$983,600, distribution expenses and advertising costs.

According to present plans, "Oklahoma!" the first CinemaScope production of the Rodgers & Hammerstein production will arrive in Britain this Fall. RKO Radio Pictures, who will distribute the film abroad, will open it at the Leicester Square Theatre in London on Sept. 6.

Sunday Showings

(Continued from page 1)

referendum in the past five years. The other two lost. The management of the Paramount Theatre has said it would probably be closed Sunday performances were defeated. The management of the theatre campaigned vigorously for passage of the proposal, too.

'Ambassador' Records

Norman Krasna's production "The Ambassador's Daughter" registered the highest opening gross in the history of the Lyric Theatre in Chicago with a take of \$20,175, according to United Artists. The Chicago run is the world record for the CinemaScope comedies, which regional openings are set for the Fox Wilshire in Los Angeles Wednesday and the Randolph Philadelphia on Aug. 15.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Ficke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Field; Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOLLYWOOD 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Broad Street, Leicester Square, W.C. 2; Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIRCLE 3-1000. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second-class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign; single copy, 10¢.

... NEWS ROUNDUP

French Film to Columbia

Columbia Pictures has planned a summer premiere here for "Papa, Maman, le Maid and I," French film produced under the title "Papa, Maman, la Bonne et Moi," a story dealing with the lives of a typically French family.

Continental Acquires 'Reef'

"Secrets of the Reef," Butterfield Wolf production presented by the Wolf Studios, now at the Baronet Theatre here, has been acquired for nationwide distribution by Continental Distributing, it has been disclosed by Jack Kassler, president of Continental, and W. F. Rolleston, head of the company.

Toronto Meet This Week

The final meeting in a series of regional conferences launching the "World Showmanship Drive" of 20th Century-Fox will be held on Thursday and Friday of this week in Toronto under the direction of Alex Harrison, general sales manager, and Peter Harris, Canadian district manager.

Queen Will View 'Dance'

Queen Elizabeth has chosen to see the film "Invitation to the Dance," the Edinburgh Film Festival according to a cable report received in New York by Loew's International. The announcement was made by the authorities of the Film Festival. The Queen will attend a screening of the film on Aug. 20 with the Duke of Edinburgh and Princess Margaret.

Bonded Handles TV Film

Television films to be shown on the Armed Forces Television Network will be handled by Bonded TV Film Service, it was announced by Chester M. Ross, president of Bonded, and Capt. John J. McCormick, USN, officer in charge of the Armed Forces Press, Radio and Television Service. Bonded will collect television film from networks and distributors for shipment to AFTS stations throughout the world, as well as cleaning, repairing, inspecting and storing the films.

NTA Sales of Fox Films

Pass \$2 Million Mark

Sales by National Telefilm Associates of the 20th Century-Fox package of 50 feature films to television stations has passed the \$2,000,000 mark, according to Harold Goldman, NTA vice-president in charge of sales. This figure exceeds the goal set by Goldman less than two months ago at a sales meeting here when the package was first put on the market, it was said.

Warner Predicts 'New Era' in Production

(Continued from page 1)

would far exceed any peak it has ever achieved," Warner said.

Asserting that the "foundation of the company is more solid today than ever before," Warner said "we are now entering a new phase in our career. We will make this era the most dynamic the most challenging, and the most successful in our entire history."

This will not be achieved "by mere words or promises," the studio head said, "but by setting a production goal and then marshalling every last ounce of effort and talent to make sure this objective is accomplished. Our purpose is simply stated: to see to it that the public is supplied—continuously supplied—with a steady flow of great entertainment from Warner Bros. This is our goal—to make and distribute great pictures."

Warner called upon theatre owners to back up the studio's efforts in a "dynamic program designed to attract

audiences to the box office." Production alone is not sufficient, he pointed out, "without the enthusiastic and determined cooperation of the capable people who operate the theatres. There is a great public for motion pictures, and this public can grow as the population of the country increases."

In an outline of the company's productions presented by Warner, the following were listed as completed: "The Bad Seed," "Baby Doll," "Giant," "The Wrong Man," "The Spirit of St. Louis," and "Toward the Unknown."

Described as now in production were: "The Old Man and the Sea," "The Sleeping Prince," "A Face in the Crowd," "The Girl He Left Behind," "Black Satan," "Buffalo Grass," and "The Story of Mankind."

Looking to the future, Warner said the company's schedule includes the following: "Band of Angels," "The Pajama Game," "Sayonara," "Mar-

jorie Morningstar," "Melville Goodwin, USA," "Bombers B-52," "Damn Yankees," "Auntie Mame," and "The Story of the Lafayette Escadrille."

Listed as in the planning stage were: "Why Was I Born," "Yellowstone Kelly," "John Paul Jones," and "Darby's Rangers."

Gen. Tire Sale Offer

AKRON, Ohio, Aug. 5—Terms of the offer of General Tire & Rubber Co. to acquire the A. M. Byers Co. of Pittsburgh, producer of wrought iron pipe and manufacturer of electric furnace quality steel, have been revealed by William O'Neil, president of General Tire in a letter to Byers stockholders. O'Neil said the offer to purchase all the common and preferred stock of Byers will enable holders of Byers common stock to exchange three of their shares for one share of General Tire \$5 cumulative \$100 par preference stock.

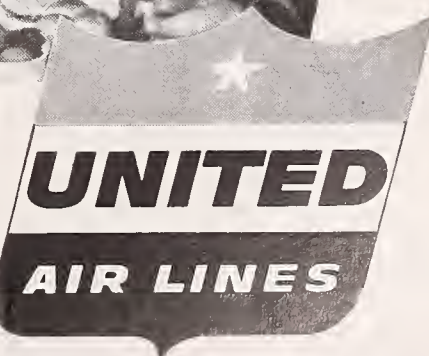
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Linda Darnell, Walter Brennan

BOOMERANG
Dana Andrews, Jane Wyatt

YANK IN THE RAF
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Tallulah Bankhead, William Bendix



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John Payne, Betty Grable

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Claudette Colbert, Henry Fonda

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Dennis O'Keefe, Vivian Blaine

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THUNDER IN THE VALLEY
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BELLE STARR
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Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

Conventional Preparations Made

One week from today, initially in Chicago, begins two weeks of what probably turn out to be the most concentrated political reporting in television's short history. The advance press notices from the networks are coming across the news desk at an ever accelerating pace and indications are that only that portion of the public which has recently deceased will escape convention coverage. New York promises to be a ghost town. Everybody will be in Chicago—Bob and Ray, Woody Guthrie, Harry Killgallen, Harry Feeney, Ben F. Furness, Ed Morrow, Ben Hunter, Ben Cerf and Harry Bubbler. CBS is lightening the load on Manhattan's granite foundation by moving 100,000 pounds, that being the estimated weight of all the women and equipment which are shipping west, first to Chicago and then San Francisco. The total includes everything from Miss America to a number of those ½-inch and Lockheed "vest pocket" TV cameras and a mobile unit weighing 26,000 pounds. ABC-TV is taking particular note of its younger viewers and will balance John and Quincy Howe with the vivid analyses of Tommy Kirk and Judy Harriet, aged 15 and 14, respectively, to be seen on the Mickey Mouse Club. The network's departments have, indeed, worked overtime. Never have we seen so full of facts and figures as an upcoming event, some admittedly more relevant than others. The convention dramas themselves will have to go some if they aren't to be anti-climactic in the midst of all this social and technical splendor.

Speaking of Competition

The British Broadcasting Corporation's annual report, released in London last week and telling of an overall rise in annual income, also contains some pertinent comments to the effect of the virtues and vices of competition. The report, declaring the need for a second BBC program channel has not been lessened by the advent of commercial television. It goes on to say that in "broadcasting, competition, whatever its virtues may be, does not tend towards diversity of choice but rather a choice between different programs of the same kind." The current money giveaway craze on the freely competitive U.S. channels would seem to be ample proof of the BBC statement. On more specific matters, the report claims the BBC has some 16,000,000

viewers, compared with 3,000,000 for the Independent Television Authority. On the average evening, 6,000,000 people watch the BBC. The rub, however, is that out of every five viewers who have the choice between BBC and ITA programs, three prefer ITA.

4-Star in Canada

► Official Films vice-president in charge of sales Herman Rush announces that the company has sold its Star Performance package of 153 half-hour films. (Four Star Playhouse) to Telepix Movies, Ltd., of Toronto "for the largest figure yet paid in Canada for purchase of a single film series." Comparisons are odious. Mr. Rush did not go on to state the specific figures involved in the deal.

Roach Raw Film Leader

► Hal Roach Studios was the number one purchaser of raw film stock among television film producers in Hollywood from January 1 to June 30, 1956, according to Sidney S. Van Keuren, vice-president and general manager, in a semi-annual report on Roach production activities. The studio utilized 6,550,000 feet of positive and negative film, representing a total expenditure of \$1,083,250, Mr. Van Keuren said. Of the total footage, 27 percent was earmarked for Roach's commercial division activity, the balance being utilized in the production of 148 series episodes and pilot films during the first half of the fiscal year.

Selling Culture Abroad

► CBS Television Film Sales, Inc. has sold Edward R. Murrow's two-part "Report from Africa" to the British Broadcasting Corporation for showing August 21 and September 10. According to CBS executive: "This sale is part of CBS-TV's effort to export our prestige programs along with our regular commercial programs. The results

are expected to be two-fold: first, it will serve to elevate the stature of American culture in the eyes of the Europeans. Secondly, and realistically, the dissemination of these cultural programs abroad will serve to create a more favorable climate for the sale of our commercial film packages."

Famous Folk on NBC

► Two famous people have tied in their fortunes with the National Broadcasting Company. Mary Martin and the firm have signed a three-year agreement calling for her exclusive TV services. In addition to portraying Billie Dawn in Garson Kanin's hit comedy, "Born Yesterday," as the premiere program on NBC-TV's "Hallmark

Hall of Fame" October 28, Miss Martin will be seen in 90-minute and two-hour productions of other outstanding dramas and musical comedies. The other noted figure set for NBC appearances, James A. Michener, Pulitzer Prize winner, will serve as American "guide" for Assignment: Southeast Asia, which will be filmed in color for NBC-TV. Mr. Michener will also write and narrate the 90-minute colorcast.

TV Hitting on High

► Television receivers in use throughout the world have just passed the 50,000,000 mark, according to the trade directory, "Television Factbook" whose 23rd

(Continued on page 7, col. 1)

In Our View

ED SULLIVAN ended his show on Sunday July 28 with an appeal to the millions in his audience to write telling whether certain material, already filmed for Fall presentation on the program, should be discarded on account of objections some may have concerning the personal conduct of Miss Ingrid Bergman.

In this instance Mr. Sullivan and his advisers made a serious error no matter how the informal poll turns out. Recourse to the public in connection with this kind of a programming matter is an unwarranted attempt to escape the responsibilities incumbent on a producer. The decision should have been made initially by Mr. Sullivan and his associates on the basis of their own opinions and any other they thought it desirable to obtain privately. Once made the decision should not have been brought into question by inviting millions to "re-judge" the issue.

Apart from the question of the producer's responsibility, it was imprudent to seek views from large numbers of individuals who have no idea of the program material contemplated. At a minimum it is uncharitable to suggest that a performer's professional activity should be judged on the basis of his or her private life so long as the conduct isn't notoriously illegal. It is also improper to encourage the thought, even in a minority, that one person should be subject to discrimination while there is no such sanction for others in comparable circumstances.

The sole test in this situation should have been whether the scenes made of Miss Bergman were likely to be good entertainment for the viewers of the Ed Sullivan Show. That was something for Mr. Sullivan to decide and no one else.

—Martin Quigley, Jr.

Passing in Review

STEVE ALLEN, THE TALENTED MASTER of his own NBC-TV Sunday night catch-all, is meeting the (CBS-TV-Ed Sullivan) competition on more than one level, a policy that seems more expedient than wise. Last week (July 29), for instance, when Mr. Sullivan was presenting a much heralded circus swan song, Mr. Allen opened his show with a well-meaning but embarrassingly lame circus take-off, culled from an earlier and not very funny Tonight skit. All it did was to remind at least one viewer—whose ability to retain advance program information is slight—that Mr. Sullivan was featuring a Big Top format. Further along in his show, Mr. Allen introduced James Mason for a straight-faced rehash of Mr. Mason's latest controversial picture (things were beginning to look more like Channel Two all the time) which in turn led into a familiar Hollywood satire featuring the entire Mason family. Mr. Sullivan's circus show, on the other hand, was just the sort of off-beat unusual presentation which Pat Weaver originally promised for Mr. Allen.

The general quality of the week's live dramas was much higher than usual. The best of the lot, Kaiser Aluminum's "The Roar of The Lion," is reviewed below. The most original and ambitious of the group was CBS-TV's Studio One presentation Monday night of "The Ballad of Yermo Red," another in that increasing list of off-beat westerns. Although its narrative line might have been tightened and the pace increased (long pauses are not always pregnant), "Ballad" possessed the infrequently realized mood of legend that was extremely effective. The same evening NBC-TV's Robert Montgomery summer players offered a bright adaptation of Owen Crump's comedy, "Southern Exposure." It was lively and fun, offering a particularly amusing performance by Jan Miner, nicely supported by Charles Drake and by Elizabeth Montgomery, who is definitely coming into her own as an actress.

There was much insight and even some wisdom in Abby Mann's "Pencil Sketch," presented by Goodyear over NBC-TV Sunday night, July 29. Elliott Nugent and Margot Hartman were the stars. CBS-TV's U.S. Steel production of "Stopover at Sublimity," still another study of a lonely backwoods girl and what happens to her (remember "County Fair Time" and "Archangel Harrigan"), was well performed and gave the television audience another look at the lovely Lisa Daniels, who will be heading for Hollywood any day now. The Kasznar family (Kurt and Leora Dana) struggled with an ill-conceived Iron Curtain escape drama on NBC-TV's Kraft Theatre the same evening. It was good seeing them together, but they might otherwise have been used to better advantage. Elsewhere and in greater detail:

KAISER ALUMINUM HOUR: "The Roar of The Lion," NBC-TV, 1 Hour, 9:30 P.M., EDT, Tuesday, July 31, 1956. Live, from New York. For Kaiser Aluminum.

Some rather unlikely elements were combined by director Franklin Schaffner into a top-notch television thriller last week. "The Roar of The Lion," written by Lillian Andrews and starring Nancy Kelly was a fully realized suspense narrative, built upon a logical progression of frightening events to a straight-forward, smashing climax. Miss Kelly, who made such a personal success of "The Bad Seed," may, with this TV production, be heading for a peculiar professional rut which sees her type-cast as the adult bewildered before the terrible forces of malignant childhood. Here she was a valiant young widow, newly arrived with her old mother and 13-year-old son in a seaside town where she promptly became the target of another child's twisted mind. The villain, well played by Clifford Tatum, was a maladjusted 14-year-old, and before he was brought to justice he had almost wrecked the lady's family, fatally. Miss Andrews'

script made some half-hearted attempt to explain the boy's problems but, happily, the explanations were no longer than necessary to keep the story moving and viewers were not called upon to ponder any psychiatric problems. Bert Freed and Ann Shoemaker were prominent in supporting roles. Worthington Miner is executive producer for Unit Four.

ALFRED HITCHCOCK PRESENTS: "The Baby Sitter" (repeat), CBS-TV, 1/2 Hour, 9:30 P.M., EDT, Sunday, July 29, 1956. Film. For Bristol-Myers.

The repeat of this extremely satisfactory little exercise in horror, missed by this department in its original showing, reinforces the belief that perhaps producer-director Alfred Hitchcock (and his staff) are the only people in the field capable of turning out consistently high-quality drama in the half-hour format. It may be that the half-hour format, dramatically speaking, is an impossible length for any drama except this sort of turn-of-the-screw with the brisk-twist ending, which lends itself so easily to the abbreviated

running time. "The Baby Sitter," with Thelma Ritter in the title role, is another humorous and macabre slice of life from the Hitchcock world, not without a touch of real pathos, a television commodity only slightly less rare than spontaneous applause in television film comedy.

BOLD JOURNEY: "African Equator," ABC-TV, 1/2 Hour, 7:30 P.M., EDT, Monday, July 30, 1956. Film. For Ralston-Purina.

An intriguing variation of the old travelogue theme, a favorite of several communications media, is offered by Bold Journey, conceived and produced by Julian Lesser. Here are shown the photographic records of amateur adventurers in strange and distant lands. "African Equator," the account of the journey made by a Mr. and Mrs. E. S. Robinson of Los Angeles, travelling along the equator from West Africa to East, is a spritely, informative and, most importantly, clear photographic account. The accompanying commentary by Mr. Robinson is straight and factual, all that is necessary in coverage of an area as fascinating in itself as Africa. John Stephenson is host. Note should be made too of the amusing, intelligent Ralston-Purina commercials.

IT'S POLKA TIME, ABC-TV 1/2 Hour, 10 P.M., EDT, Friday, July 27, 1956. Live, from Chicago. For Pabst Brewing Company.

ABC is pursuing an audience which certainly exists, possibly is large, and is rumored to be lovably enthusiastic. It is the Central European group, somewhat identifiable as middle income and semi-skilled, paunchy but hewn roughly, vocal, earthy and probably vital; and, the reports persist, addicted like no others to beer. Given an assist by Pabst it has evolved a thing called "Polka Time."

The half hour composite, like its primary customers, seems sort of squarish, ranging literally without rhyme from the crude Carpathians to the antithetical Alps; and may be, for its targets much less the occasional erudite, somewhat confusing. Bruno Zielinski masters the ceremonies and preciously confesses through a weathered exterior that his friends call him "Junior." Stan Wolowiec band, in costumes which may be Polish (but possibly Swiss, or German, or maybe Milwaukee) plays the polkas. These are sometimes German, sometimes Polish, sometimes too fast for dancers who know the Polish polka, sometimes too slow; and sometimes not polkas; just waltzes. A banjo stresses Americanism, and so do English vocals to oldtime native songs.

THE ERNIE KOVACS SHOW NBC-TV, 1 Hour, 8 P.M., EDT, Monday, July 30, 1956. Live, from New York. For various sponsors.

Ernie Kovacs fans, who often have to admit that Ernie just is as funny as he intends to be, were in luck last week. The major of his skits, parodies and general pandemonium were hilarious, and even the contrasting number some vital Dixieland, played Stan Rubin and his Tigerland Five and a dance sequence choreographed by Bill Hamilton—was fun. Also, if the Ernie Kovacs Show did nothing else, it can be considered important for having brought the wide-ranging comic talents of Edith Adams to the attention of nocturnal television. The lady topped her Marilyn Monroe impersonation (as seen in low budget science fiction film complete with not very good "special effects") with a wonderful portrait of TV's various little hucksters, this time trying vainly—with a broad A—to do a pi for an old-fashioned wet mop. In other sequence to cherish something called "Whip Wristwatch," wherein Ernie the knife in Bud Collyer. In light of all this intelligence, it was surprising to find such a ridiculous Rollaids commercial, for real.



Unfortunately staple in this show is the Channel Seven dance group which "performs" rather than dances the polka; and with an imprecision and lack of authenticity which in a parochial school folk dance group would be impossible above the age of 15. It has the aura of the semi-professional chorus attempting the lively and achieving the frantic without reason. Carolyn DeZure, whose connection with a previous show remains elusive, is another staple: a yodeler, who has mastered its mechanics—and also, in a combination rare, a lack of grace, vitality, native animation or even pronunciation.

A guest folk dance group each week helps the show, and the one seen, the Metro group, Russian dancers, was impressive: its acrobatics were dynamic, rhythm superb, precision thrilling, and figures startling and profuse. Jim Schuffman produces and directs.

—FLOYDE E. STONE

SPOTLIGHT

(continued)

semi-annual edition was recently polished by "Television Digest." Television is really hitting on high in this country, with nearly four-fifths of the world's TV sets—39,000,000—in the United States, which also has two-thirds of the world's telecasting stations. The Yearbook, also includes among its features an international TV directory which lists stations, receivers, technical standards, etc. for all nations.

Box Package Sales

National Telefilm Associates last week announced that its package of 52 20th Century-Fox feature films has been sold in 21 additional markets, bringing to 57 the total number of markets in which sales have been made. It also means that the package has already brought in more than \$2,000,000 in receipts, exceeding the goal set by Harold Goldstein, NTA vice-president in charge of sales, two months ago when the package was first put on the market.

PA Television Spots

General Motors has signed with PA Pictures, Inc., New York for the production of a series of four new 60-second Oldsmobile television spots, it is reported by Don McCormick, vice-president. The spots are scheduled for release on ABC throughout the Democrat and the Republican National Convention telecasts. An original cartoon character and four individual storyboards will be designed and developed by the UPA artists for the Oldsmobile spot campaign, handled by the D. P. Brother Advertising Agency.

More 'Disneylands'

With an upcoming September 2 premiere date for the coming season's fresh, new "Disneyland," Walt Disney has 26 hours of television entertainment in various stages of production at his Burbank, Calif., studios for presentation on the ABC-TV network during 1956-1957. He will tee off 26 new hour-length "Disneyland" programs with "Antarctica—Past and Present."

CC Approves TV Deal

The Federal Communications Commission at its last meeting before the summer recess approved the application of Guild Films for the purchase of Stations WMBV-TV and WMAM-Radio, of Green Bay-Marquette, Wisconsin. The deal for the two stations, which are NBC affiliates, involves the acquisition by Guild Films of the entire stock of M & M Broadcasting Co. of Wisconsin, at a price reported in excess of \$600,000.

TV TALES from BRITAIN

LONDON: Sir Philip Warter, chairman of A.B.P.C. (Associated British Picture Corporation), in his annual report to stockholders, comments on the Group's venture into commercial TV.

"The cost of providing the programmes is high and remains so, regardless of the amount of advertising obtained, and in the initial stages, therefore, losses are inevitable," warns Sir Philip. "As, however, the number of new and converted sets increases and the audience figures grow," he added, "the enormous selling force of this new medium is becoming more evident, with corresponding benefits to our advertising revenue."

Sir Philip concluded: "Commercial TV in Britain is only in its infancy and faced in its extreme youth with the handicap of credit restrictions on the purchase of new sets and the construction of new stations. We do not, however, wish to minimize the difficulties in the immediate future; they are very real; but we have a profound belief in the success of this new industry and are confident of the important contribution it will eventually make to the success of the corporation."

AFTER month-long talks the Government is still "considering" the Independent Television Authority (I.T.A.) request for the £750,000 a year to which it is entitled under the Television Act. For some time the I.T.A. has planned to promote its own "serious" programmes. These so-called "serious" programmes

have had little support from advertisers and programme contractors, playing safe, have plumped for the "lighter" programmes. But I.T.A., with one eye on the Television Act, is anxious to maintain the balance of programmes. (Under the Act £750,000 is set aside for this purpose.)

This unwillingness on the part of the Government to grant the subsidy is regarded by the Authority as a breach of faith which is likely to put commercial TV in the hands of advertising interests. Without the subsidy programmes will almost certainly veer increasingly to popular material that attracts the biggest audiences.

COMMERCIAL TV advertising is beginning to affect magazine advertising revenue. Michael Berry, chairman of Amalgamated Press, in his annual report states: "When commercial television started, the immediate effect upon our revenue was slight because many advertisers, regarding the matter purely as an experiment, found additional money to cover their ventures in this field. At the time of making their plans for 1956, however, some of their normal quota for advertising expenditure was undoubtedly diverted to this new medium of television."

Two film companies here have taken the plunge into TV advertising. Twentieth-Century Fox and the Rank Organisation have taken spots to publicize their new releases.

—WILLIAM PAY

The Show-Makers

Mamie Van Doren has been signed as the first of three feminine personalities to head the cast of Harry Sauber's new series, Girls About Town, for Screen Gems, Inc., television subsidiary of Columbia Pictures Corporation.

★

Elmo Roper, foremost public opinion analyst, will provide CBS News and Public Affairs broadcasts—from now through election night—with the results of continuing national surveys of popular attitudes toward candidates and issues and will aid CBS newsmen in properly evaluating these results, it is announced by Sig Mickelson, CBS vice-president in charge of news and public affairs.

★

Screen Gems, Inc., television subsidiary of Columbia Pictures Corp., has signed Ray Milland to direct and star in "Catch at Straws" for Ford Theatre, which will be the premiere program when

the top-rated drama series moves to ABC-TV this Fall. William Sackheim will produce.

★

Broken Arrow, new television series starring John Lupton will make its premiere on ABC-TV this Fall and will be presented Tuesdays from 9-9:30 P.M. TCF Television Productions, subsidiary of 20th Century-Fox will produce. Co-producer is Mel Epstein.

★

The Rosemary Clooney Show, a half-hour film series starring Miss Clooney, will be presented over WRCA-TV Saturdays from 11:15 to 11:45 p.m. beginning Saturday, September 15. Guests will include Jose Ferrer, Janet Leigh and Tony Curtis.

★

Dr. Christian, a first-run filmed series starring MacDonad Carey, has been purchased by WABC-TV from Ziv Television Programs, Inc.

Who's Where

Last week these changes:

THOMAS W. MOORE has been named general manager of CBS Television Film Sales, Inc., it is announced by LESLIE T. HARRIS, vice-president and general manager of the company. Mr. Moore, previously manager of the Los Angeles office of CBS Film Sales, is replacing WILBUR S. EDWARDS, who resigned to accept a position with another company.

THEODORE F. GRANT has been named assistant manager of cooperative programming for ABC-TV Network, RICHARD DEPEW, manager of program operations for ABC-TV, has announced. He was previously with General Foods Corporation as a tax accountant.

Ampex Corporation, manufacturers of magnetic tape recorders, have announced two new appointments. RUSSELL J. TINKHAM has been named manager of audio custom engineering. He was formerly manager of the audio marketing department. ROSS H. SNYDER has been named manager of the new video sales section. Mr. Snyder was formerly chief audio engineer for Radio Station KJBS in San Francisco.

Appointment of NITA NAGLER as administrative assistant to the sales department of Guild Films has been announced by JOHN COLE, vice-president in charge of sales. Miss Nagler was formerly with Pyramid Productions, producers of the Big Story and other television product. Before that, she was in the magazine publications field.

GREG OLBERDING, former publicity director of WLW-TV and WLW-Radio, has resigned to become publicity manager of Radio Cincinnati, Inc., which operates WKRC-TV and WKRC-Radio. The announcement was made by HULBERT TAFT JR., president of Radio Cincinnati, Inc.

W. S. KENT HUGHES, chairman of the organizing committee for the Olympic Games, Melbourne, Australia, has announced appointment of PAUL TALBOT, president of Fremantle Overseas Radio & TV, Inc., New York, as the committee's exclusive agent to arrange television, theatrical and newsreel coverage of the 1956 Olympic Games, which will be held in Melbourne, November 22-December 8.

TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.

Bigger than

20th's biggest
controversial
money-makers!

Bigger than

"The Snake Pit"!

"Gentleman's Agreement"

"Pinky"!

Bigger than Life*

COLOR by DE LUXE
CINEMASCOPE

is another big one
from 20th!

VICTORIA, N.Y. NOW!

AVAILABLE FOR SELECTED RUNS

ONLY... CALL 20th TODAY!

* "a first-rate thriller, like a peep show in a padded cell. It is superbly acted by James Mason, hair-raisingly directed by Nicholas (Rebel Without a Cause) Ray."

— from the August 6th issue of Time Magazine



MOTION PICTURE DAILY

Concise
and
to the
Point



80, NO. 26

NEW YORK, U. S. A., TUESDAY, AUGUST 7, 1956

TEN CENTS

EISENHOWER SIGNS ADMISSION TAX BILL Tickets Up to 90c Freed of Federal Levy on Sept. 1

See Hope for WB Profit at End to Japan Import Quota

(Picture on Page 5)

The Japanese film industry favors abolition of its government's film import quota, but no action can be taken until economic conditions there become somewhat more settled, Eiichi Nagata, producer and president of the Daiei Motion Picture Co. of Tokyo said here yesterday. Speaking at a press conference, Nagata was optimistic that the quota limiting the number of foreign films that can be imported there and the funds that can be withdrawn from the country will eventually be removed. In the meantime it will be "relaxed," he said, "aiding our nation's economy contribute to rise."

At the present time the Motion Picture Association of America (Continued on page 5)

Review Audience Lauds Ten Commandments'

By HOWARD PEARSON

SALT LAKE CITY, Aug. 6.—Complimentary cards on "The Ten Commandments" following a "sneak" preview at the Centre Theatre here Friday were almost unanimously raves. They ranged from "stupendous," "magnificent," and "inspiring" to "the best picture ever made." Many (Continued on page 5)

Curved Aperture Plates and Film Gates Praised

From THE DAILY Bureau

HOLLYWOOD, Aug. 6. — Curved aperture plates and film gates, which will become available to exhibitors in October, have been found by the Motion Picture Research Council theatre projection committee to be "definite reduction in film (Continued on page 5)

WB Profit at \$2,165,000

Warner Bros. Pictures, Inc. and subsidiary companies have reported for the nine months ending May 26, a net profit of \$2,165,000 after a provision of \$1,700,000 for federal income taxes and after a provision of \$250,000 for contingent liabilities, but before a special credit of \$3,000,000 representing a reversal of reserve for contingent liabilities no longer required.

The net profit for the nine months ending May 28, 1955, amounted to \$3,312,000 after a provision of \$3,000,000 for contingent liabilities. (Continued on page 5)

Two-for-One Stock Split Asked by Disney Board

From THE DAILY Bureau

HOLLYWOOD, Aug. 6. — The board of directors of Walt Disney Productions today voted in favor of a stock split, on two-for-one basis, subject to approval of the California Corporations Commissioner and the Securities and Exchange Commission. (Continued on page 5)

President Issues No Statement on Signing Bill; Treasury Originally Opposed to Tax, Reportedly Withdrew Objections

By J. A. OTTEN

WASHINGTON, Aug. 6.—President Eisenhower today signed into law the King Bill, boosting from 50 cents to 90 cents the exemption from the 10 per cent federal admissions tax.

The increased exemptions will go into effect September first. Tickets costing 90 cents or less will then be completely free of Federal tax; those costing over 90 cents will be subject to the tax on the entire cost.

Exhibitors Praise COMPO on Tax

Opinions ranging from "it's wonderful" to "it finally puts us into a position where we can fight television on even terms" were voiced yesterday by major exhibitors upon hearing the President Eisenhower had signed the admissions tax exemption bill.

Praise for COMPO and the efforts of Robert W. Coyne, special counsel, and the other members who worked to effect passage of the legislation came from all exhibitors, who were enthused with the manner in which (Continued on page 5)

The President issued no statement in connection with his approval of the bill. The White House merely listed the King Bill along with a large number of other measures as one signed by Eisenhower today.

The Treasury Department opposed the measure while it was making its way through Congress, arguing that the government could not stand the revenue loss and that admissions tax relief would lead to demands from other industries for excise relief. However, once the bill was passed and Congress had adjourned, the Treasury, it is understood, withdrew its opposition to the measure conceding that the industry was in distress and needed help.

The Treasury claims the King Bill will cost the government \$60 million annual revenue loss. Industry officials (Continued on page 4)

EDITORIAL

COMPO Does It Again

By Sherwin Kane

COMPO did the impossible.

And because it did, thousands of theatres will be aided materially; many of them so vitally that they will be given a new lease on life by virtue of that additional 10 per cent of the gross which they now may retain.

When the Compo executive committee met in New York last December and decided to authorize the organization to proceed with a new admission tax repeal campaign, it did so with complete awareness that the Administration in Washington was firmly opposed to granting tax relief of any kind this year.

The authorization to Robert W. Coyne, special counsel, to proceed with a campaign, regardless, was voted then without any real hope that the effort could or would succeed. One of the deciding factors was the argument, presented by Leonard Goldenson, president of American Broadcasting-Paramount Pictures, that (Continued on page 4)

Johnston, Coyne, Myers Hail Tax Bill Signing

Eric Johnston, president of the Motion Picture Association of America; Robert W. Coyne, member of the COMPO governing committee, and Abram Myers, Allied States chairman and general counsel, yesterday hailed President Eisenhower's signing of the King admission tax relief bill as a vital aid to the industry, particularly small exhibitors who must compete with tax-free media.

Johnston said he hoped that the (Continued on page 4)

PERSONAL MENTION

JOSEPH H. MOSKOWITZ, vice-president of 20th Century-Fox, returned to New York yesterday from Hollywood.

WILLIAM SHEPARD has been named assistant manager at the Stanley Warner State Theatre, Manchester, Conn., while **ROBERT CARANNO** has taken a similar post at the circuit's Strand Theatre in Hartford.

CHARLES F. VETTER, JR., vice-president of Amalgamated Productions has left New York for London via B.O.A.C.

RONALD NEAME, British producer, will arrive in New York from London tomorrow via B.O.A.C.

WILLIAM L. SNYDER, president of Rembrandt Films, has returned to New York from Europe.

W. W. LUCAS, stage manager of the Stanley Warner Garde Theatre, New London, Conn., is marking his 55th year in show business.

JOANNE ESTRIM, telephone-receptionist for Warner Brothers in Cleveland will marry **SID LAWRENCE** on Aug. 26 and will move to Florida.

SAM HELALE of Columbia Pictures exploitation department, will leave here on Friday to begin his service in the U. S. Army.

RUTH DRAPER has returned to New York from London via B.O.A.C.

Admit Press Today to N.Y. Censorship Hearing

In a departure from customary procedure the Motion Picture Division of the New York State Department of Education will admit the press today to both the screening of "Lady Chatterly's Lover" and the oral arguments which the petitioner, Kingsley International Pictures, will present aimed at a reversal by the New York State Board of Regents of the Motion Picture Division's earlier decision banning the film.

The division had refused to license the French film version of the controversial D. H. Lawrence novel on the grounds that the film was "immoral." A committee of the Regents meets today at 3 P.M. in the office of the Motion Picture Division here.

Plan Reduced Prices For Patrons Over 65

Special to THE DAILY

MINNEAPOLIS: A new admission price reduction plan for persons over 65 years of age has been started in the Twin Cities by Minnesota Amusement Co. Members of "The Golden Age Movie Club," as it is to be called, will be admitted to the circuit's four theatres in Minneapolis and two houses in St. Paul for 50 cents.

To become eligible for the reduced admission, a person over 65 must merely register at any Maco theatre in the Twin Cities, and the manager will give an identification card. As soon as sufficient memberships are obtained, the company announces, plans will be implemented to organize special events such as bridge party matinees, get-acquainted socials and other entertainment for the over-65 group.

Ralph Goldberg, Veteran Omaha Exhibitor, Dies

Special to THE DAILY

OMAHA, Aug. 6—Funeral services for **Ralph D. Goldberg**, 58, owner of the Goldberg Theatre Corporation, were held here Sunday following the veteran show businessman's death at the weekend.

Goldberg's firm included the Dundee, Military, Avenue, Ames, Town and State Theatres in Omaha and the Broadway in nearby Council Bluffs, Iowa.

He also was the owner of numerous properties in this city and a member of the City Auditorium Commission. He was president of two major charities in the city. Survivors are his wife, Hermine, and two cousins, Raymond Altman and Florence Pepper.

Goldberg's death leaves the city without a film buyer and may signal the death of Film Row here. The other major downtown houses, the Orpheum and Omaha and the Brandeis, are controlled by Tri-State and RKO, respectively, and their product buying is done in Des Moines and New York City.

CBC Payments Down

OTTAWA, Aug. 6—The Canadian Government reports its expenditures in behalf of the Canadian Broadcasting Corporation in the period April 1 to June 30 this year dropped to \$4,045,000 from \$4,846,000 in like period last year. Payment of amounts equal to taxes collected under the Excise Tax Act in respect of radio and television sets and equipment in this period fell to \$2,545,000 from \$3,346,000 last year.

Chicago Becoming Big Television Center: Mack

Special to THE DAILY

CHICAGO, Aug. 6—This city is rapidly becoming a major television center, Irving Mack, president of Filmack Trailer Company, said at the opening of his firm's new live-action studio for production of filmed tv commercials here.

Predicting continued expansion of physical facilities for the filming of commercials in this area, Mack told the approximately 200 present at opening ceremonies that midwestern advertisers and agencies are learning "there is an outstanding quantity of technical know-how and creative imagination right here in Chicago."

At the same time, Mack announced that Filmack has an idea for drive-ins, which would make it possible for patrons to check on show information during the day before the theatre opens. The suggestion is that drive-in managers make arrangements with a handicapped or shut-in person to give feature times and other information over a phone installed in their own home.

The cost of this service according to Mack, would be negligible, involving only the monthly telephone bill and a season pass for the handicapped person. To help drive-in operators bring this new service to the attention of patrons, Filmack has prepared special trailers.

Several Anti-trust Suits Settled in Philadelphia

PHILADELPHIA, Aug. 6 —A number of anti-trust litigations against major distributors in the Philadelphia area were terminated recently in out-of-court settlements.

Abe and Lewis Sablosky, who head the Norris Amusement Co., Norristown, Pa., received a settlement of \$887,000 and a run move-up on Philadelphia first-runs for their houses in Norristown, as settlement of their \$1,275,000 litigation against all the major distributors. Melvin J. Fox, head of the independent chain of Fox theatres, received a \$100,000 settlement on his anti-trust action involving his Towne theatre, Levittown, Pa. The house also gets a change of clearance whereby it will follow Trenton, N. J., rather than Philadelphia on first runs. Payments on the settlement will be made over a three-year period because of the tax situation.

It was also reported that Herb Elliott also settled a pending suit directed in behalf of his Fern Rock neighborhood house in Philadelphia against the major distributors and William Goldman's Esquire. The settlement provided for a run move-up and \$5,000 for legal fees.

... NEWS ROUNDUP

Brazzi Entering Production

Rossano Brazzi, now completing "Interlude" for Universal-International in Munich, Germany, has announced plans to form an independent company for the production of at least three films in Europe during the next three years. Eugene Leroy, his personal manager, will be associated with Brazzi in the new venture.

'St. Joan Week' in 32 Areas

"Saint Joan Week," through the medium of which Otto Preminger plans to find a talented new actor to play the title role in his forthcoming "Saint Joan," for United Artists release, is being conducted in every key city of UA's 32 exchange areas.

Fox Intermountain Meet

The district convention of Fox Intermountain Theatres is now in progress in Salt Lake City and will continue through Wednesday of next week under the direction of F. H. Ricketson, Jr., general manager.

Coast Production Slips

The total number of picture production in Hollywood dropped to 43 this week as a result of 14 pictures being completed and only four new pictures started.

NEW YORK THEATRES

RADIO CITY MUSIC HALL—
Rockefeller Center
TYRONE POWER • KIM NOVAK
in
"THE EDDY DUCHIN STORY"
in CinemaScope and Color
A Columbia Picture
and SPECTACULAR STAGE PRESENTATION

"Showplace of the East"
FOR YOUR SCREENING
CINEMASCOPE

► Three Channel interlock projection
► 16, 17½ & 35 mm tape interlock
► 16 mm interlock projection

CUTTING & STORAGE ROOMS

MOVIELAB
THEATRE SERVICE, INC.
619 W. 54th St. N. Y. 19 • JUDSON 6-0366

'Eddy Duchin' May Reach Million at Music Hall

Columbia Pictures' "The Eddy Duchin Story" may hit the million dollar gross mark in its engagement at the Radio City Music Hall, which on Wednesday, the company reported. A week-end upsurge, which brought it more than \$77,000 for the four days of its seventh week, increased its chances to reach that mark. The close of business on Sunday when the picture had registered more than \$97,000 in its New York run.

Todd-AO 'Oklahoma' 8 More Theatres

Greater exhibition of Rodgers and Hammerstein's "Oklahoma!" in Todd-AO rather than distribution of the film in CinemaScope prints is contemplated by Magna Theatre Corp., as learned yesterday.

spokesman for Magna Theatres indicated that negotiations are in progress for the booking of the Michael Todd Production in eight additional theatres early next fall. Magna expects to book the film for showing in the wide film version in Boston, Philadelphia, Kansas City and other key cities.

The Magna spokesman added, "It is possible that 'Oklahoma!' could be released in CinemaScope but quite unlikely at this time." Industry sources have asserted that the 17 domestic houses currently showing the initial Todd-AO film are preparing for the exhibition of "Around the World in Eighty Days," new Todd film to open this fall.

stCorp. (RKOCircuit) Months Net \$317,471

The consolidated net income of United Industries Corporation (formerly RKO Theatres Corporation) for the first six months of 1956 was \$317,471 compared with \$599,757 for the same period in 1955, it is announced by Dudley G. Layman, financial vice-president.

Income from operations before depreciation, depletion and amortization of capital assets was \$2,209,274 this year as compared with \$2,524,462 in 1955 while income after these items was \$1,120,641 this year as compared with \$1,718,210 in 1955.

There were 4,263,042 shares outstanding as of June 30, 1956 each earning 7.5 cents and 3,219,336 shares outstanding as of June 30, 1955 each earning 18.5 cents.

Michigan Allied Meet

GRAND RAPIDS Mich., Aug. 6—The August meeting of Michigan Allied will be held here on the 28th at the Green Ridge Country Club. There will be golf, swimming, and luncheon, in addition to the regular meeting. Clive Waxman, exhibitor, will act as host to the party.

Expect Reelection of Walsh as IATSE Head without Opposition

Richard F. Walsh, president of the International Alliance of Theatrical Stage Employees, will leave here Thursday, accompanied by IA delegates from the East, for Kansas City, Mo., where the group's biennial convention will open on Aug. 20. The convention will be preceded by a week-long meeting of the General Executive Board, opening Aug. 13 at the Hotel Muehlebach, convention headquarters.



Walsh, who will be up for re-election, is not expected to be opposed this time, although there was spirited opposition against him at the last IA election. The election will be held the final day of the convention—Aug. 25.

Inasmuch as this will be the first IA convention since the AFL-CIO merger, the speech of George Meany, president, is expected to be about the present status and future plans of the united labor movement, especially in the fields of organizing, collective bargaining and political action. During the past year, he and Walsh have been closely associated on the AFL-CIO Executive Council.

MacGowan Talk Scheduled

Another member of that council, Charles J. MacGowan, international president of the Boiler Makers, also will address the convention, along with James L. McDevitt, co-director of the AFL-CIO Committee on Political Education; Edmund Tobin, president of the Union Labor Life Insurance Company; Frank J. Murphy, secretary of the Missouri State Feder-

Jack Adams, 69, Texas Industry Veteran Dies

SHERMAN, Tex., Aug. 6 — Jack K. Adams, 69, long-time film distributor in Dallas, died July 31 in a hospital here. A 32-year veteran in the industry, Adams started in the film distribution business in Petty, Lamar County. He had a theatre there, and later in the Lower Rio Grande Valley, when the area was first being developed.

In 1920 he took over the R. D. Lewis Film Exchange and later organized the Home State Film Company, which sold silent films in 16 Southern states. Later he formed the Adams Film Exchange, which he sold to his sons in 1946.

Book on Copyrights

WASHINGTON, D.C., Aug. 6—The Bureau of National Affairs, Inc., has announced the publication, jointly with UNESCO, of "Copyright Laws and Treaties of the World," an exhaustive compilation of the copyright laws, orders, rules and regulations of 85 countries of the world.

ation of Labor, and Richard P. Brous, president of the Fox Midwest Theatre Corp.

Walsh's report on the status of the IATSE during the past two years will be presented to the meeting on Aug. 21. Reports will be made also by General Secretary-Treasurer Harland Holmden, the General Executive Board and the International Board of Trustees.

Resolutions dealing with a wide variety of problems and objectives already are being received from local unions throughout the United States and Canada. They will be considered by several of the convention's five committees and brought before the body as a whole chiefly at the third and fourth days' sessions. Officers to head the Alliance during the next two years will be nominated on August 23.

Expect 1,100 Delegates

The convention will be held in the arena of Kansas City's Municipal Auditorium and is expected to be attended by well over 1,100 delegates. Just 20 years ago, an IA convention took place in the same hall, with 785 delegates present. They represented 666 locals. Now the organization has nearly a thousand locals.

PEOPLE

Arnold Picker United Artists vice-president in charge of Foreign distribution, will hold press conference here today to discuss the distribution situation abroad.

Albert Floersheimer, director of the concession department for Walter Reade Theatres, and Adriana Musa, a secretary in the organization, were guests of honor at a party at company headquarters, Deal, N. J., in honor of their forthcoming marriage.

Milt Overman, formerly with Cinerama in Dallas, has been assigned to work on Thrillarama in Houston, it has been disclosed by Art Kayzen, of the Interstate Circuit.

Edward Kestenbaum, who has been handling cooperative advertising in the RKO Theatres publicity department, has left the company and will make new plans after a vacation.

Frank Bibas, vice-president and executive producer in charge of sales of Roland Reed TV, Inc., has been elected to the board of directors and given complete autonomy of all tv commercial sales and production, it has been announced jointly by president Reed and executive vice-president Guy V. Thayer, Jr.

THE BIG ONES...

are in **LIFE**

ADVERTISED IN
LIFE

**THE BIG ONE
IN MOVIE SELLING**

LIFE's weekly audience is 26,450,000

Source: A Study of Four Media

Johnston

(Continued from page 1)

relief granted by the bill would permit these small businessmen to keep going and "provide to their community the great entertainment that the American motion picture gives the world."

The industry looked forward, Johnston said, "to the eventual complete repeal of this wartime excise tax, a tax imposed not for revenue but for purposes which no longer exist."

He pointed out that some Congressional committees will continue this fall with studies of excise taxes, and said he was "confident that their recommendation will result in the elimination of the admission tax."

Thanks Congressmen

In his statement Johnston thanked the members of Congress and the Administration officials who aided the industry in its fight for tax relief. He mentioned specifically Sam Rayburn, Speaker of the House; Sen. Harry S. Byrd, chairman of the Senate Finance Committee; Senate Majority Leader Lyndon Johnson, and Minority Leader William Knowland; Treasury Secretary George Humphrey and his aides; and the members of the tax writing House Ways and Means Committee and Senate Finance Committee.

"All of them and many more are deserving of our warm thanks," Johnston said, "and I know they will have it in full measure."

Lauds O'Donnell

"The successful culmination of COMPO's fight for further tax relief is a tribute to Bob O'Donnell's leadership, the valiant efforts of those exhibitors who pressed their case against the most discouraging odds and to the small group of helpers who gave Bob O'Donnell and me their loyal support."

"I particularly wish to point out that this industry will be forever indebted to Sam Pinanski, who had the foresight to agitate for the campaign more than a year ago and persisted in his efforts notwithstanding

EDITORIAL

(CONTINUED FROM PAGE 1)

mount Theatres, and supported by everyone at the meeting, that there was nothing to be lost by such a campaign; that, in fact, there was something to be gained even in failure because it would serve to reacquaint lawmakers with the plight of the theatres and to serve notice upon them that American exhibitors in great numbers still were unfairly, even disastrously, handicapped by the Federal 10 per cent admissions tax and would not rest until it had been eliminated once and for all.

A campaign this year, it was argued then would be worthwhile if only as a curtain-raiser for an all-out assault to rid the industry of the tax in 1957.

But no one really dared hope at the time that the campaign, by some unforeseen stroke of fortune, actually would succeed in winning relief immediately for exhibitors. Not only was that too much to expect but many freely predicted it was doomed to failure.

But Coyne and Robert J. O'Donnell, campaign chairman, started the ball rolling and kept everlastingly at it until yesterday at the White House substantial success crowned their efforts and proved the prophets in error once again.

The achievement demonstrates once again the usefulness of Compo and the industry's continuing need for it. It has earned its keep many times over and is fully deserving of the support of every exhibitor in the land in its current dues collection drive to finance its future activities.

Among those activities it may reasonably be expected, will be a final all-out drive in Washington next year to end entirely this crippling tax with which exhibition has been saddled since World War I. Once rid of it, the industry will have resolved one of its most onerous problems.

indifference and even active opposition. He performed a great service to our business.

"The industry's gratitude should go in full measure to Charlie McCarthy, who worked unceasingly to build the machine the work of which resulted in this Congressional action. Mr. McCarthy kept the machine moving during my many months of absence from the office and no decision was reached at any stage in the campaign that did not reflect his careful analysis. No committee ever had as strong a guiding hand as that provided by Charlie McCarthy. I know that I and all of his associates in the work will be everlastingly grateful.

"In signing the King Bill Pres. Eisenhower has administered a shot in the arm to our industry that can only have the most salutary effects.

"I hope that every exhibitor will lose no time in expressing his thanks

to his Senators and Congressmen for the passage of this bill. All of us who worked so long and hard in this campaign owe a special debt of gratitude to Repr. Cecil R. King of California who introduced this legislation; to Repr. Keogh Mills Simpson and others on the House Ways and Means Committee; to Sen. Byrd, chairman of the Senate Finance Committee; Sen. Kerr who gave us great help; to Secretary of the Treasury Humphrey whose sympathetic understanding of our industry's problems acted as encouragement to all of us who bore the brunt of the campaign.

Wants Whole Tax Eliminated

"I wish to add, however, that this tax still remains on the statute books and that until it is removed in its entirety there will be theatres that will suffer under its burden. I hope that at the next session of Congress we shall be able to wipe out this tax entirely.

"As for myself I can only say 'thank you' to the President; to the members of both houses of Congress to the exhibitors throughout America who backed our efforts and to that small and loyal band of helpers who gave me their unwavering support throughout this whole campaign."

Myers 'Delighted'

Abram F. Myers, Allied States Association board chairman and general counsel, said he was "delighted" that the President had signed the bill. "I hope that the theatres will reap the full benefits of relief," Myers declared. "The temptation will be great for the film companies now as it was in 1954 to take an undue proportion of it but maybe the new spirit of cooperation will make for a more equitable distribution this year."

Eisenhower

(Continued from page 1)

cials have argued that though it would be the loss in admissions revenues, much of it would be made up to the Treasury by increased come tax collections from industrial sources.

The President's approval of bill was in contrast to his 1953 action when he vetoed a bill which had been passed by Congress and which would have exempted motion picture admissions completely from the Federal tax, then at 20 per cent.

Industry Campaign Was Smooth

The President's action was a happy climax to the industry's extraordinarily successful campaign in getting the bill through Congress in closing days. Sparked by officials of the Council of Motion Picture Organizations, the bill was sent to the White House only 11 days after it was approved by the House Ways and Means Committee.

During those 11 days the bill has successively been approved by Ways and Means Committee, House Rules Committee, the House itself, the Senate Finance Committee, the Senate itself and again by the House. In each instance, approval was unanimous or almost unanimous with overwhelming endorsement both from Democrats and Republicans.

Five CBS Newscasters To WGA Radio-TV Union

HOLLYWOOD, Aug. 6. — The Writers Guild of America, West, today announced that five CBS newscasters here have joined the television-radio branch of WGA in a move aimed at gaining recognition for their work as writers, additionally to their work as announcers, which comes under jurisdiction of the American Federation of Television and Radio Artists.

Chandler Rites Slated

HOLLYWOOD, Aug. 6. — Private funeral services will be held Wednesday for Harry Chandler, 73, ex-screen writer, who died at the Motion Picture Country Home. The deceased began writing for the screen in 1919.

Chandler's widow, two sons and daughter survive.

SW Office Remodeled

NEW HAVEN, Aug. 6.—The Stanley-Warner Corporation's zone office here, victim of a \$40,000, two-alarm fire some months ago have been remodeled.

SAMUEL HACKER & COMPANY
ARE PLEASED TO ANNOUNCE THAT

SAMUEL H. HAIMS, C.P.A.

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AS A GENERAL PARTNER

THE FIRM NAME HAS BEEN CHANGED TO

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CERTIFIED PUBLIC ACCOUNTANTS

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Exhibitors

(Continued from page 1)

th carried the ball when it almost
ppared hopeless."

shows what can result with
ination," Leonard H. Goldenson,
rent of AB-Paramount Theatres,
nked upon hearing the news.
It wonderful and it'll be a tre-
ous help to the film industry.
ould be a great stimulus to
ot production and exhibition, and
reflects on the efforts of Bob
e and Bob O'Donnell who man-
ge the impossible. It all goes to
what the industry can do when
ckles down to one purpose."
We're grateful and pleased for
COMPO has done for us" was
remark of Sol Schwartz, presi-
ent of RKO Theatres, who added
did a fine job in the least
unt of time. It'll help the whole
ndustry."

Walter A. Reade Jr., president of
Reade Theatres, said he was
loss for words to express en-
iasm over the tax cut. "This hap-
to be the first time in a long
he I've been without words to
express joy. It's one of the greatest
ies of teamwork ever exhibited in
the industry."

was "great news" to Spyros S.
aras Jr., president of Skouras
itres, who said "it was a vital
necessity to many theatres in Amer-
It comes at a time when most
nres need assistance. Moreover,
help the industry to fight tv on
al terms."

Benefits of the bill will particu-
ar be felt in neighborhood thea-
re" Samuel Goodman, vice-presi-
ent of Century Theatres, declared.
It a great help to theatres every-
ire but mainly the small houses.
COMPO did an excellent job for
ch we're all grateful. All of our
houses are sure to benefit from
h tax help, but it's the industry
all that owes a debt of thanks
COMPO, Bob Coyne and Bob
O'Donnell."

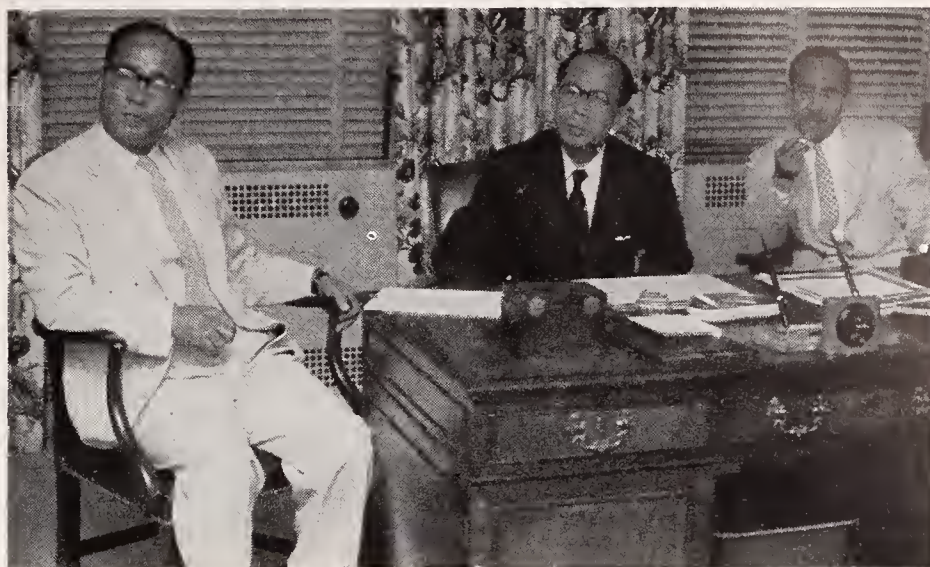
Walter Higgins, general manager
of Associated Prudential Theatres,
sa it was a tremendously good thing
to the small theatre "if the ex-
changes don't grab the lion's share
oft."

olomon M. Strausberg, president
of Five Boro Theatre Circuit, remark-
ed that "every bit of help we get
w appreciate. We've worked hard
for it and it should have been done
along time ago."

War & Peace' Publicity Packed in 'Book' Kit

aramount Pictures has prepared
a special publicity kit for the Ponti-
Laurentis' production "War and
Peace" with the material boxed in a
big book-shaped blue container.
The kit contains an array of arti-
cles, stories, biographies, photo lay-
outs, etc. There are more than 125
pages from the film provided for use in-
dividually or in the form of layouts.

N. Y. Hears of Japan...



M.P. DAILY PHOTO

QUESTIONS PLEASE . . . at the interview yesterday in the Samuel Goldwyn office. Japanese producer Masaichi Nagata (he heads the big Daiei company) had as aides interpreter Raymond Aka, left, and director Koji Shima, right.

(Continued from page 1)

Picture Export Association of Amer-
ica has an overall quota of 122 films,
20 of which come from independent
producers, Nagata pointed out.

The Japanese producer said his
primary reason for coming to the
U.S. was to contract for the produc-
tion of Daiei Films in VistaVision.

Commenting on production in
Japan Nagata said "future films must
have an international theme and that
is one reason why motion picture
companies are flocking there. Japan
is one of the finest foreign markets
for motion pictures," he said. "Our
films will promote understanding and
good will between nations and will
bring about an understanding of

Japan's culture and social conduct."

Nagata did not foresee any im-
mediate threat to the Japanese film
industry from television which faces
one drastic hardship—"the lack of
good reception," he said. "By 1958-
59 there should be nearly 1,000,000
sets in use as compared to the 240,-
000 now, but they must overcome
poor reception before they emerge as
a threat to the film industry."

'Commandments'

(Continued from page 1)

moviegoers said nothing should be
cut from the four-hour film.

The public prevue attracted a
capacity house of 1,700 with at least
3,000 turned away and told no more
tickets were available about 37 min-
utes after they went on sale.

Cecil B. DeMille and his party
were in the preview audience along
with several church, business and civ-
ic leaders of the state.

Curved Aperture

(Continued from page 1)

buckling and resultant improvement
in picture quality," the council stated
today, adding that the new fixture,
being prepared by seven or more
manufacturers for the market, pro-
vides a "much sharper picture" than
the standard flat plate and gate and
requires no other change in the pro-
jector.

Disney Stock Split

(Continued from page 1)

written consent of the majority hold-
ers of the company's outstanding
stock. The application to CCC will be
made immediately and the split will
be effected on receipt of consent of
the necessary number of stockholders.

WB Profit

(Continued from page 1)

500,000 for federal income taxes and
after a provision of \$400,000 for
contingent liabilities.

The net profit for the nine months
ending May 26, 1956, is equivalent
to 87 cents per share on the 2,482,247
shares of common stock outstanding
on that date. The net profit for the
corresponding period last year was
equivalent to \$1.33 per share on the
2,474,275 shares of common stock
then outstanding.

P.R.M. Deal Outlined

On July 26, 1956, the company
completed the sale to P.R.M. Inc.,
of the company's old feature motion
pictures released on or before Dec.
31, 1949, and its short subjects and
certain of its cartoons released prior
to Aug. 1, 1948, for the sum of \$21,-
000,000. Of this sum, \$16,000,000
was paid in cash (of which \$5,000,-
000 was received prior to May 26,
1956) and a non-interest bearing
promissory note payable over a period
of three years for the balance.

A subsidiary of the company has
been granted the right for a five year
period to continue distributing certain
of the pictures in foreign countries.
The Commissioner of Internal Reve-
nue has ruled that the proceeds of this
sale will be taxable to the company
as capital gain instead of as ordinary
income.

WARNER BROS' TRADE SHOWINGS AUG. 15

"a Cry in the Night"

STARRING
EDMOND O'BRIEN · BRIAN DONLEVY · NATALIE WOOD
AND RAYMOND BURR · RICHARD ANDERSON · Screen Play by DAVID DORTORT · A JAGUAR PRODUCTION · Directed by FRANK TUTTLE · PRESENTED BY WARNER BROS.

ALSO

"THE AMAZON TRADER" WARNERCOLOR

STARRING **JOHN SUTTON** as The Amazon Trader · Written by OWEN CRUMP · Produced by CEDRIC FRANCIS · Directed by TOM MCGOWAN

ALBANY

20th Century-Fox Screening Room
1052 8way · 2:00 P.M.

ATLANTA

20th Century-Fox Screening Room
197 Wollan St. N.W. · 2:00 P.M.

BOSTON

20th Century-Fox Screening Room
115 8way · 2:00 P.M.

BUFFALO

Paramount Sc. Rm.
464 Franklin St. · 2:00 P.M.

CHARLOTTE

20th Century-Fox Screening Room
308 S. Church St. · 2:00 P.M.

CHICAGO

Warner Screening Room
1307 So. Wabash Ave. · 1:30 P.M.

CINCINNATI

RKO Palace Th. Screening Room
12 E. 6th St. · 8:00 P.M.

CLEVELAND

20th Century-Fox Screening Room
2219 Payne Ave. · 2:00 P.M.

DALLAS

20th Century-Fox Screening Room
1803 Wood St. · 2:00 P.M.

DENVER

Paramount Screening Room
2100 Stout St. · 2:00 P.M.

DES MOINES

Paramount Screening Room
1125 High St. · 12:45 P.M.

DETROIT

Film Exchange Sc. Rm.
2300 Cass Ave. · 2:00 P.M.

INDIANAPOLIS

Universal Screening Room
517 No. Illinois St. · 1:00 P.M.

JACKSONVILLE

Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. · 2:00 P.M.

KANSAS CITY

20th Century-Fox Screening Room
1720 Wyandotte St. · 1:30 P.M.

LOS ANGELES

Fox Westcoast Sc. Rm.
1837 So. Vermont Ave. · 2:00 P.M.

MEMPHIS

20th Century-Fox Screening Room
151 Vance Ave. · 3:00 P.M.

MILWAUKEE

Warner Theatre Screening Room
212 W. Wisconsin Ave. · 8:00 P.M.

MINNEAPOLIS

Warner Screening Room
1000 Currie Ave. · 2:00 P.M.

NEW HAVEN

Warner Theatre Projection Room
70 College St. · 1:30 P.M.

NEW ORLEANS

20th Century-Fox Screening Room
200 Liberty St. · 2:00 P.M.

NEW YORK

Home Office
321 W. 44th St. · 2:15 P.M.

OKLAHOMA

20th Century-Fox Screening Room
10 North Lee St. · 10:00 A.M.

OMAHA

20th Century-Fox Screening Room
1502 Davenport St. · 1:30 P.M.

PHILADELPHIA

Warner Screening Room
230 No. 13th St. · 2:00 P.M.

PITTSBURGH

20th Century-Fox Screening Room
1715 Blvd. of the Allies · 1:30 P.M.

PORTLAND

Star Screening Room
925 N.W. 19th Ave. · 2:00 P.M.

SALT LAKE CITY

20th Century-Fox Screening Room
316 East 1st South · 1:00 P.M.

SAN FRANCISCO

Republic Screening Room
221 Golden Gate Ave. · 1:30 P.M.

SEATTLE

Neptune Theatre
2:00 P.M.

ST. LOUIS

S'trenco Screening Room
3143 Olive St. · 1:00 P.M.

WASHINGTON

Warner Theatre Building
13th & E. Sts. N.W. · 10:30 A.M.



EVERYBODY LOVES FRANKIE AS

"Johnny"

HE'S GOING GREAT ALL OVER!

ask 'em in...

AKRON—Loew's; ATLANTA—Loew's Grand; CHARLOTTE—Center; CHICAGO—Roosevelt;
CINCINNATI—RKO Palace; DALLAS—Majestic; CLEVELAND—Loew's State; DENVER—
Paramount; DES MOINES—RKO Orpheum; DETROIT—Palms; KANSAS CITY, MO.—Roxy;
EVANSVILLE—Loew's Evansville; FT. WORTH—Worth; HARRISBURG—Loew's Regent;
MEMPHIS—Loew's Palace; MIAMI—Paramount; CORAL GABLES—Coral; MIAMI BEACH—
Flamingo; PORTLAND, ORE.—Liberty; PROVIDENCE—Loew's State; READING—Loew's
Colonial—SALT LAKE CITY—Lyric, Hyland Drive-In, Redwood Drive-In; SYRACUSE—
Loew's State; SEATTLE—Music Hall.

FRANK SINATRA AS **"Johnny Concho"**

Co-starring **KEENAN WYNN · WILLIAM CONRAD · PHYLLIS KIRK** with WALLACE FORD · WILLIS BOUCHEY

Screenplay by **DAVID P. HARMON** and **DON MCGUIRE** · Based on a story by **DAVID P. HARMON**

Directed by **DON MCGUIRE** · Produced by **FRANK SINATRA** · Music by **NELSON RIDDLE** · A KENT PRODUCTION

THRU
UA



MOTION PICTURE DAILY

80, NO. 27

NEW YORK, U. S. A., WEDNESDAY, AUGUST 8, 1956

TEN CENTS

Arnold Picker

U.S. Market Films in Red Lands

Presents His Problem to EAA Board Meeting

By JACK EDEN

There is a good market for American films in countries behind the Iron Curtain, where there exists much curiosity about the American way of life, according to Arnold Picker, vice-president in charge of foreign distribution for United Artists, who returned last weekend from a trip abroad during which he attended the 10th Film Festival in Czechoslovakia. Picker's proposal that American film

Realign WB Sales Posts

Roy Haines, vice-president of Warner Bros. Pictures Distributing Corporation and recently appointed general sales manager, was elected president of the distributing corporation, and Bernard R. Goodman, Warner Bros. co-ordinator of field sales activities, was elected vice-president of the distributing corporation in charge of domestic operations at a meeting of the Board of Directors of Warner Bros. Pictures, Inc., at the home office yesterday.

Goodman was also elected a vice-president of Ace Film Laboratories, Inc. and Film Cellulose, Inc., two of the company's subsidiaries. He also

(Continued on page 5)

Disney Plans Outlined At Buena Vista Meet

Present and future production plans of Walt Disney Productions were outlined yesterday to sales executives of the company's distribution arm, Buena Vista Film Distribution Co., by Card Walker, Disney vice-president. Home office executives and district managers are holding a two-day sales conference here under the direction of Leo J. Samuels, president and general sales manager of Buena Vista.

On the company's slate of current projects is "Fantasia," now in re-release, for which an accelerated campaign is now being set up for general distribution in SuperScope and stereophonic sound. Two other

(Continued on page 4)

U. A. Executives Back At Desks After Outing

Max E. Youngstein, United Artists vice-president, will leave here for the Coast today where he is headquartered until Labor Day. Youngstein came East to attend a weekend fishing party with other United Artists partners, which had been arranged as long ago as last January by William Heineman, U.A. vice-president. Other guests of Heineman at the Thousand Islands were Arthur Krim, president; Robert Benjamin, chairman of the board, and Arnold Picker, vice-president.

The executive anglers reported

(Continued on page 4)

Robert Coyne Reports:

Tax Cut To Up Annual Income \$51,800,000

Theatre Executives Considering Action To Adjust Admission Prices After Sept. 1

The King Tax Bill exempting theatre tickets of 90 cents and under from the Federal admission tax, will add \$51,800,000 to the motion picture industry's annual income, according to a report yesterday by Robert W. Coyne, member of the

COMPO governing committee.

This saving, he said, added to the \$123,500,000 increase in industry income that resulted from passage of the tax relief bill of 1954, amounts to a total increase of \$175,300,000 annually in the industry's income as a result of three tax campaigns conducted by COMPO since 1953.



Robert W. Coyne

Meanwhile leading circuit and independent theatre executives were considering what action they will take in adjusting admissions prices after Sept. 1, when the tax bill takes effect. It was generally indicated that theatres charging \$1 admissions will drop the price to 90¢, but, as a rule, present price levels will be adhered to.

Coyne said Sindlinger & Company,

(Continued on page 4)

Frisch Congratulates COMPO on Campaign

Three wires of congratulation on the signing of the tax exemption bill were sent by Metropolitan Motion Picture Theatres Association president Emanuel Frisch to Robert J. O'Donnell, chairman of COMPO's national tax committee, and to Samuel Pinanski and Robert W. Coyne. Frisch congratulated them on the campaign, their tireless and devoted work and their leadership and devotion.

"With leaders like Pinanski, O'Donnell and Coyne," he said, "our industry need not fear the future, but rather look forward with confidence to surmounting any obstacles which may confront us."

Pinanski Says Drive Proves COMPO's Value

The tax campaign's success is overwhelming proof of the industry's strength when it is united and also of COMPO's enormous value, Sam Pinanski, co-chairman of COMPO, said in a statement issued yesterday from his Boston office.

Pinanski said three times in a row COMPO has demonstrated it can mobilize the "grassroots strength of our industry for the industry's good." He cited COMPO's urging the houses to pass the Mason Bill in 1953, later vetoed; the exemption of taxes for admissions of 50 cents and under in 1954, and the new bill exempting taxes for admissions of 90 cents and under.

"In these three tax campaigns," he

(Continued on page 4)

Johnston Cites Increase Foreign Restrictions

The growing importance of the foreign market and the inroads made by television have forced production units to seek government aid to seek foreign markets were noted yesterday by Eric Johnston, president of the Motion Picture Ex-



Eric Johnston

Assn., at MPEAA meeting.

Ad Times Behind Us' Says Ricketson, at SLC

Special to THE DAILY

ALT LAKE CITY, Aug. 7—More than 60 theatre executives and managers, gathered here today for the Intermountain Theatres Utah-Montana district meeting, heard Frank H. Ricketson Jr., new general manager of National Theatre, sound a note of optimism re-

(Continued on page 5)

Tax Relief Came on 3d Anniversary of Veto

When President Eisenhower signed the King Bill increasing the Federal admission tax exemption from 50 cents to 90 cents on Monday, it was exactly three years to the day since he had vetoed the Mason Bill on Aug. 6, 1953. The Mason Bill had been passed by Congress and would have eliminated the then 20 per cent admission tax completely.

PERSONAL MENTION

BERNARD G. KRANZE, vice-president of Stanley Warner-Cinerama, and HARRY GOLDBERG, publicity director, have arrived in Minneapolis from New York.

SAMUEL H. HAIMS, C.P.A., has become a general partner in Samuel Haeker & Co., industry accountants, and the firm name has been changed to Hacker, Haims & Co.

GEORGE KERASOTES, head of Kerasotes Theatres, has entered the Mayo Clinic, Rochester, Minn., for surgery.

ARTHUR HORNBLow, JR., left New York yesterday by plane for London.

CYD CHARISSE is scheduled to return to New York today from London via B.O.A.C. and will leave for the Coast immediately.

LOUIS W. SCHINE, secretary-treasurer of the Schine Circuit, was in Albany, N. Y., this week from Gloversville.

JULIAN BLAUSTEIN, producer, will return to Hollywood today from New York.

BURL IVES, will leave here today for Nassau, B.W.I., via B.O.A.C.

DENMAN KOUNTZE, JR., has taken over the duties of amusement editor and film critic of the Omaha "World-Herald."

ROY TRUNNELL, formerly of Urbana, Mo., has been named manager of the Hoo Hoo Theatre at Gurdon, Ark.

'Bus' Is on Schedule; Settlement Reached

Distribution of 20th Century-Fox's CinemaScope production of "Bus Stop" later this month on its original schedule was assured yesterday when Fox attorneys reported a settlement had been reached with William Inge, author of the play, who had previously obtained an injunction to restrain the studio from releasing the film prior to Dec. 1, 1956.

In obtaining the injunction last month, Inge said the contract signed earlier with Fox called for releasing of the film after Dec. 1 when all stage versions of "Bus Stop" would have ended. Meanwhile, Fox announced that the world premiere of the film, starring Marilyn Monroe will be Aug. 14 at Atlantic City's Warner Theatre.

To Distribute 'World' In Four-Wall Deals

Michael Todd's production in Todd-AO, "Around the World in Eighty Days," which will premiere Oct. 17 at New York's Rivoli Theatre, will be distributed nationally on "a four-wall deal basis," it was reported yesterday.

Negotiations for exhibition of the film at the Rivoli were concluded yesterday at a meeting between Todd and the United Artists Theatre Circuit which operates the theatre. Under the four-wall deal there, Michael Todd Jr. has been named general manager and Nicholas Justin as theatre manager. Ten shows a week are planned at the Rivoli, with two performances on Wednesday, Saturday and Sunday. Tickets to be sold by the Metropolitan Ticket Brokers Assn. will be \$2.50 for matinee performances, \$3 for Sunday to Thursday and \$3.50 for the Friday and Saturday night showings.

No Pre-Bow Press Showings

There will be no press showings prior to the premiere to which representatives of the press and industry executives will be invited. Tickets for the public will go on sale Sept. 15 and will be for performances for "at least 16 weeks" but not for the premiere itself.

"Around the World in Eighty Days" will premiere in Moscow in late November if Todd's present plans materialize, and negotiations are underway for the sectional openings of the film over the Christmas holiday season in Chicago, Los Angeles, Detroit, Washington and Minneapolis. Premieres in Tokyo, Paris and Brussels are scheduled after Jan. 1.

Loew's, SPG Reach New Wage Agreement

Loew's Inc. and the Screen Publicists Guild have concluded an agreement covering the 21 members of the distributing company's advertising, publicity and exploitation departments in the New York home office, the first for the Loew's employees since they left the Guild six years ago. The agreement calls for a minimum \$5 weekly raise and additional wage adjustments which will raise the salaries an average of \$8.50 to an indicated industry high of \$172.50. The two-year contract, retroactive to June 4, calls for all Loew's publicist pay to be at least \$10 a week above Guild minimums.

Agreement was reached amicably, it was said, after two sessions between Loew's negotiators headed by vice-president Howard Dietz and a shop committee guided by organization director Ben Berman and president Martin Blau of the SPG.

Johnston, Coyne Tax Statements Explained

Loss of a line of type from copy in yesterday's Motion Picture Daily reporting statements of industry organization leaders on President Eisenhower's signing of the King admission tax relief bill made it appear that the statement of Robert W. Coyne, member of the COMPO governing council, was a part of the statement of Eric Johnston, MPAA president. Coyne's statement paid tribute to his co-workers in the campaign, R. J. O'Donnell, Charles McCarthy of Compo, and Sam Pinanski, and asked exhibitors to send messages of appreciation to Congressional and Administration leaders who cooperated to make passage of the bill possible.

Motion Picture Daily regrets the mishap and makes this explanation by way of amends.

Nace Now Sole Owner Of Valley Theatre Corp.

PHOENIX, Ariz., Aug. 7—Harry L. Nace, head of Harry L. Nace Theatres, Inc. and its principal stockholder, has announced he has bought out the interest of Malcolm White, mayor of Scottsdale, Ariz., in the Valley Theatre Corporation of Scottsdale. Nace, who comes of a pioneer Arizona theatre operating family and who is also the state's largest circuit owner with 29 theatres, all in Arizona, is now sole owner of two Scottsdale theatres. The purchase price was not disclosed. Remodelling plans are now in effect at the two Scottsdale theatres, the Roundup and the KiVa. The latter is an art house.

Charles Travis Dies; Was Wilcox Director

LONDON, Aug. 5—(By Air Mail)—Charles Travis, for 37 years a director of all Herbert Wilcox's production companies and the latter's financial adviser, has died following a long illness. Travis was a Fellow of the Institute of Chartered Accountants and a distinguished economist. In the early 1920's, he made a notable and exhaustive economic survey of the motion picture industry which is still accepted as a standard work in that field.

New Irish Censor

DUBLIN, Aug. 7—Liam O'Hara, well-known figure in the Irish theatre industry for many years, has been appointed film censor for Ireland, succeeding the late Dr. Martin Brenna. O'Hara was manager of the Gaiety Theatre here for seven years, up to 1955. Also a lawyer, he has been active in that profession for the past year.

... NEWS ROUNDUP

Decca Earns \$1,536,521

Consolidated net earnings of Decca Records, Inc. for the six month period ending June 30, 1956, including the company's share of distributed earning of its subsidiary Universal Pictures Co., Inc., amounted to \$1,536,521, equal to 96 cents per share on the 1,602,501 outstanding shares of capital stock. The corresponding period of 1955 Decca reported earnings of \$1,669,169 equal to \$1 per share on the same number of shares outstanding.

'Zanzabuku' to Trans-Lux

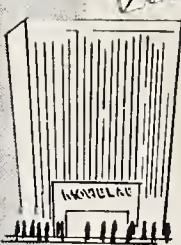
"Zanzabuku," Lewis Cotlow's film record of his third expedition in Africa, will have its New York premiere at the Trans-Lux Broadway Theatre on Aug. 15. Filmed in Technicolor, it is a Republic Pictures lease.

Drop Weekday Matinees

Loew's Theatres, of Hartford, abandoned weekday matinees at downtown 1,600-seat Palace in move attributed to "prevailing industry conditions which have drastically reduced the number of available quality film attractions." Theatre is first downtown situation in Connecticut's capital city to operate only evenings Mondays through Fridays, from noon Saturdays and from 2 p.m. on Sundays as well as principal holidays.

'Wonders' in Kodak Tiein

Lowell Thomas's Cinerama production of "Seven Wonders of the World" will be promoted by the Eastman Kodak Co., this month in its exhibition area in Grand Central Terminal here. Photos taken during the production of the Cinerama feature will be on display in the Kodak Photo Information Center there.



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TEA 'N TEA!

When Leo of M-G-M brews TEA, it's got a kick that spells B-O-X-O-F-F-I-C-E!



M-G-M presents in CinemaScope and METROCOLOR • "TEA AND SYMPATHY" starring DEBORAH KERR • JOHN KERR • with Leif Erickson • Edward Andrews • Screen Play by Robert Anderson • Based on the Play by Robert Anderson • Directed by Vincente Minnelli • Produced by Pandro S. Berman

EXCITEMENT!

The reaction to the news of this great picture is unprecedented. It's as though showmen throughout America were waiting for this celebrated play to come to the screen—and now that it's a living, thrilling reality they're eager to bring it to their audiences. It will live up to all expectations. M-G-M, recognizing its unlimited boxoffice ceiling, is putting behind it one of the biggest campaigns—news-papers, magazines, radio, TV—the works!

★



M-G-M presents in CinemaScope and METROCOLOR • MARLON BRANDO GLENN FORD • MACHIKO KYO in "TEAHOUSE OF THE AUGUST MOON" co-starring Eddie Albert • Paul Ford • Jun Negami • Nijiko Kiyokawa Mitsuko Sawamura • Screen Play by John Patrick • Based on a Book by Vern J. Sneider and the Play by John Patrick Directed by Daniel Mann • Produced by Jack Cummings

DREAMS COME TRUE!

Although it will not be available for several months, we want to share with you the good news that "TEAHOUSE OF THE AUGUST MOON" has had its first studio screening and is unquestionably one of the great motion pictures of all time!

★

Tax Cut

(Continued from page 1)

which did research for COMPO for all three tax campaigns, estimates that of the \$51,800,000 that will be added to the industry's income each year after the new tax law becomes effective, a total of \$16,400,000 will be absorbed by distribution companies and \$35,400,000 will remain with theatres.

"We estimate," Coyne said, "that theatres made exempt from the admission tax by the new law number 8,991. These should be added to the 9,000 charging admissions of 50 cents and under made exempt by the tax law revision of 1954. Theatres that will continue to pay a 10 per cent admission tax, according to our figures, number 1,363."

Comments of local theatre executives on their plans for admission price adjustments follow:

Leonard H. Goldenson, president, AB-Paramount Theatres: "It's too early to tell what we will do. Our circuit heads will study the situation with theatre managers to determine exactly what price cuts are forthcoming. However, it appears likely there will be cuts in most areas. If we are selling tickets at 95 cents, they'll inevitably be slashed to 90 cents to take advantage of the tax relief."

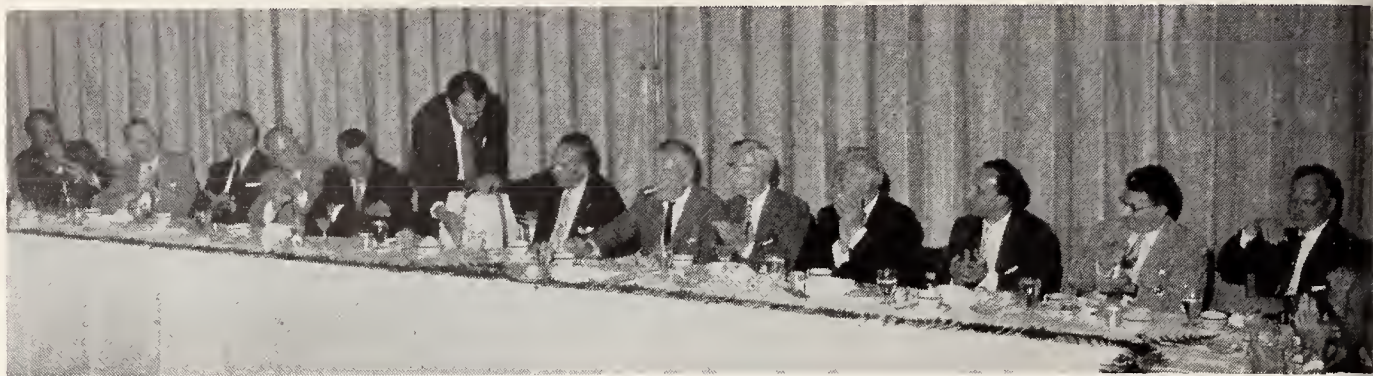
Solomon M. Strausberg, president, Interboro Circuit: "We will maintain current prices that will enable us to break even financially on some houses and give us a few extra dollars on others. You must remember that operational expenses have gone up over the past few years and the extra money made possible by continuing current prices will enable us to meet expenses and realize more profit."

Samuel Rosen, executive vice-president, Stanley Warner Theatres: "Any ticket price changes will be up to the zone managers and theatre managers. We have to examine every figure, every box-office, every situation and the competitive factors that make up the price range. The study is underway now and we will examine theatre by theatre, situation by situation. There is no general policy governing ticket prices."

Max A. Cohen, president, Cinema Circuit Corp.: "We're studying the situation but have come to no conclusions. Our auditors are preparing mathematical sheets on all theatres to see where we would benefit by maintaining current prices or where they should be lowered. We're also investigating our tax structure because that's to be considered when making financial decisions. We want to map out a complete mathematical formula before raising or lowering prices one penny."

Walter Reade Jr., president, Walter Reade Theatres: "I've called for a meeting today to discuss the situation and what benefits we will reap by

A Fare Thee Well to Loew's "Obie"...



M. P. DAILY PHOTO

IT WAS THE THREAT OF 3-D RETURNING that made M. D. "Obie" O'Brien retire to Florida, Paramount Harry Rubin wise-cracked at the luncheon in Toots Shor's yesterday for Loew's veteran chief of projection. And so an assorted half hundred executives in theatre projection gave their good friend a three-D camera and projector! Without interlock. John Koehler, his associate at Loew's, is seen doing the honors. Others at the head of the table are Ed Lachman, Lorraine Carbons; Walter Green, National Theatre Supply; Mr. Rubin; Bill Boettcher, Loew's; M. J. O'Brien, Mr. O'Brien's son; Frank Cahill, of Warners, masters of ceremony who introduced more than a dozen who told fondly of their contacts with the Loew's executive; Clarence Ascraft; Herman Gelber, Local 306 president; George Hornstein, the supplier; Gio Gagliardi, Stanley Warner; and Charles Horstman, RKO Theatres.

Johnston

(Continued from page 1)

time since his European trip, Johnston said "the old enemy is still with us but it's getting tougher." He said taxation, quota restrictions and other governmental regulations imposed on imported films are being strengthened in many countries. Johnston told the group that governmental aid is being requested by those production firms that are finding tv providing too much competition.

UA Executives

(Continued from page 1)

that very little business was discussed on the outing and that Heineman, with a catch of 77 bass and perch, emerged undisputed champion.

Won't 'Dignify' Reports

Reports published elsewhere that they would make a decision this week on sale of their stock in U.A. for capital gains continuing in a management capacity, brought only amused comments from members of the group who said they did not wish to "dignify" the reports with a formal denial.

adjusting prices in various areas. We have been studying the price situation for some time and have come to no conclusions as yet."

From Boston, **Samuel Pinanski**, president of Ameriean Theatres Corp., said he is planning meetings with his staff for the next two days to decide how to handle the adjustments in his circuit.

Edward Linder, president of Independent Exhibitors, Inc., of New England, said "we are elated over the news. This was a job very well done by the industry."

Theodore Fleisher, president of Interstate Theatres said "this reduction may well mean that we can keep

U.N. Officials to Attend 'War & Peace' Premiere

Seventeen high officials of the United Nations have accepted invitations to attend the international premiere of Paramount's Ponti-De-Laurentiis production, "War and Peace," which will take place Aug. 21, at the Capitol Theatre here.

They will be among the hundreds of top dignitaries, notables and celebrities at the event, which will honor Countess Alexandra Tolstoy, daughter of Leo Tolstoy, author of the novel upon which the film is based.

Hear 'Chatterley' Appeal

Ephraim London Jr., counsel for Kingsley International Pictures Corp., yesterday presented his appeal to the Board of Regents to reverse the state's refusal to license the French motion picture, "Lady Chatterley's Lover." The film, based on the D. H. Lawrence novel, was banned by the Motion Picture Division as "immoral." The Regents heard London's plea after a showing of the film, to which the press was invited and reserved decision pending their next meeting Sept. 28.

open the doors of a few of our theatres which probably would have had to close."

Joseph Cohen, independent buyer and booker said "this is the shot in the arm we had to have at this time to survive."

I. B. Lewis, Provincetown exhibitor said, "I can now plan to keep my 614 seat house open during the fall season."

In Chicago most circuits say the tax cut is their salvation and that by holding to present price levels they will break even. Some say price adjustments will be made in perhaps a week on a moderate scale but based on the type of situation and location.

Pinanski

(Continued from page 1)

said, "COMPO has won for our industry the highest possible star with the members of both House Congress, with the Treasury and other Government agencies. I ture to say there is no industry enjoys in Washington today a reputation for straight-shooting square dealing."

He paid tribute "to the won three men who are largely responsible for the campaign's success — Coyne, Bob O'Donnell, and Cl McCarthy." He also said the industry should be grateful to President Eisenhower; Secretary of the Treasury Humphrey; Rep. Cecil R. Kin California who introduced the Repeal of the House Ways and Means committee; Sen. Byrd, chairman of the Senate Finance committee; Kerr and George of that committee and all the members of both House of Congress who passed the bill.

Disney Plans

(Continued from page 1)

features set for release this year "Secrets of Life," latest in the Life Adventure Series and Disney's first western, "Westward Ho, Wagons!" in CinemaScope.

Future product will be released as follows: In the True-Life Series, "Perri" (set for 1957) and "At the Wilderness" (set for 1958). Feature-length cartoons: "Cinderella" (release set for 1957) and "Bambi" (re-release for 1958). A new cartoon "Sleeping Beauty" is set for 1959 release.

Announced for future production are three live-action features—"Old Yeller," "Farewell to Valley Forge," and "Swiss Family Robinson" — a number of films in the "People and Places" series and a variety of cartoons.

Picker Urges

(Continued from page 1)

Companies send their product to the American-dominated countries was presented by him to the Motion Picture Export Assn. of America at its board meeting yesterday afternoon. Previously, in a morning press conference, he outlined his plan.

Other industry executives share his opinion, Picker said, and the State Department likewise realizes the need to spread information about America in Iron Curtain countries. Should the MPEAA turn down this proposal, we—that is, United Artists—would consider selling the films ourselves," he added.

While in Czechoslovakia Picker was approached by exhibitors from that country, Bulgaria, Hungary, Rumania and others, wanting

authorization to appoint a three-member subcommittee to review the policies of the MPEAA regarding sale of American films to countries behind the Iron Curtain was granted. Johnston, president of the MPEAA, at an MPEAA board meeting yesterday. Johnston, who will return to Washington today, is expected to announce the committee momentarily so the group will have sufficient time to report back to the board this month.

any American films. "I made no promises," he explained, "but I estimate that Czechoslovakia alone can handle between 10 to 15 U. S. films each year. It's a good market." Czechoslovakia currently imports between 20 and 50 films annually from Great Britain, France and Italy, he pointed out, "and I have little doubt that they would buy outright a few films from the U. S. I mentioned the type of product after—films such as 'Marty,' 'Vertigo,' 'Guys and Dolls' and so on." Present agreements of these countries with the Czech government on importing films expires on August 31, and so the time is ripe for action."

Considering Co-Production

Picker also said the Czechs are interested in co-production pacts, and as the one they were negotiating with the Argentines during the film festival.

On the possibility of the pictures being edited so as to "distort the depiction of American life in our films" he said it was unlikely. In some cases when they tried to distort the picture they later found it had worked out for them."

Distribute 'Bullfight'

Justus Films' "Bullfight" will be distributed in the Dallas and Oklahoma City exchange areas by Herman Edler Distributing Company, Dallas, and in the Los Angeles, Portland, Seattle and Denver exchange areas by Herbert Bregstein, Hollywood.

One Man's TV Views

By Pinky Herman

HOW tempus does fugit. In 1936 Eddie Dowling, at that time co-chairman with James Sauter of the theatrical division of the National Democratic Committee, asked this reporter to write special lyrics to their national campaign song, "Happy Days Are Here Again." We did so and of course were quite proud of the fact that F.D.R. made his second of four successful campaigns. Yesterday at Toots Shor's Eddie Dowling stopped by our table to whisper "the new Democratic campaign song this year will be "Happy Days Are NEAR Again." . . . Jac Hein, executive director of NBC's "Today" tv series, returned yesterday to Gotham from a month's trip south, setting up plans for the early morning Garroway programs to originate at Louisville, Sept. 10 and 11; New Orleans, the week of October 15; Miami in mid-December. A cocktail and lunch in town and thence to LaGuardia en route to Chicago and San Francisco to again set the wheels in motion for extra NBC coverage of the conventions by "Today." . . . Tin Pan Alleyites happy to learn that Lou Handman, writer of "Blue," "My Sweetie Went Away," "Are You Lonesome tonight?" "My Lovey Came Back," "Bye Bye Baby," "Little Sweetheart of the Mountains," among numerous others, is home from the hospital. Lou is unquestionably one of the most popular writers of popular songs.

☆ ☆ ☆

Gisele Mackenzie winds up a sensational p.a. tour next week at the Flamingo Hotel in Las Vegas, takes a well-deserved rest for three weeks, then back to New York for another season on "Your Hit Parade." . . . Add look-alikes: newscaster Bob Wilson and Frank Lepore, NBC-TV Films exec. . . . Henry Morgan auditioning a new across-the-board TV show for WRCA. Title of program—"Here's Morgan." (wot else?) . . . Jackson Beck, whose CBS smooth commercials for "U.S. Steel Hour" are easy to listen to and believe, has just purchased a dream house in Huntington, L.I. . . . Caprice Records bows into the waxery biz with a platter by Rosanne June which is labelled 'hit' to this scribbler. Ditty is a rhythmic number titled, "Broken Windows" which can break a few sales records . . . As exclusively reported here two weeks ago, "Navy Log" rolls over to ABC-TV starting Wednesday, Oct. 17 (8:30-9:00 P.M.) and will be sponsored by Pall Mall cigs. Agency is Sullivan, Stauffer Colwell and Bayles.

☆ ☆ ☆

Jack Shaindlin and Percy Faith, respectively, will baton a 40-piece orchestra at the "Night of Stars" benefit to be held at Roosevelt Raceway, Saturday Aug. 25. Funds will go to Long Island hospitals. . . .



Jack Shaindlin

Virginia Graham will be hostess-narrator of a new WABDaily program, "Virginia Graham Theatre," starting next month. . . . Steve Allen, Dave Garroway and their "Today" and "Tonight" staffs will occupy the new offices that NBC is completely remodeling on the 23rd floor of the Americas Building in Gotham. Space was formerly occupied by GAC. . . . Producer Walt Framer, who started his radio career years ago as a sidewalk reporter in Pittsburgh, not only is fast with quip, but is one of the best audience "warm-up men" in TV. S'funny but it strikes us that he'd make a perfect tv panelist. . . . That tall, blonde and handsome announcer, Joe Given, has been signed to emcee the Roxy stage shows starting Friday, Aug. 24. The stage show is billed "Magic of the Stage" and will be featured with the 20th Century-Fox picture, "Bus Stop." . . . Scripter Mort Lewis of the Ralph Edwards staff, in town for a couple of weeks, making the round with a tv version of his radio program, "Stroke of Fate," interesting speculations based upon a number of historical "ifs." . . . Scripter Ben Starr has been signed by Screen Gems to work with producer Irving Briskin.

WB Realigns

(Continued from page 1)

continues as a vice-president of Warner Bros. Pictures Distributing Corporation, Ltd., of Canada, a post he has held since April of this year.

Goodman entered the motion picture industry in 1929 as a member



M. P. DAILY PHOTO

BERNARD GOODMAN

of the Warner Bros. home office advertising and publicity department. Five years later he was promoted to the post of advertising accessories sales manager. In 1946 he was named supervisor of the company's branch operations; in 1954 he was promoted to co-ordinator of field sales activities.

Ricketson at SLC

(Continued from page 1)

garding business. "Our bad times are behind us," he declared. "Television made some inroads, but we have come a long way in recent months due to many good pictures and I believe we are in for an era of prosperity."

Ricketson and Robert W. Selig, Fox division manager, pointed to the grosses of several big pictures as evidence of their feeling that the worst times are now behind. Specifically, they mentioned "The King and I," which will have grossed \$100,000 in Denver this weekend as it closes its first month.

Ricketson recalled at a luncheon meeting today that he got his start in the theatre business in Salt Lake more than 30 years ago and noted there were a few in the audience who started about the same time. The luncheon was attended by newspapermen and theatre officials.

The meeting, which opened Monday, will close Wednesday.

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National Pre-Selling

"THE Solid-Gold Audrey" is the caption for a color photo of a 14 carat figurine made of Audrey Hepburn, star of "War and Peace." It will appear on the front cover of "This Week's" Aug. 12 issue.

The figurine was created by Renato Signorini of Rome while the Paramount picture was being filmed in the ancient city. Louis Berg, "This Week" movie editor, tells how the gold statuette was made.

"La Strada" gets considerable attention in the Aug. 6 issue of "Life."

"The star of this new Trans-Lux release," reports "Life," "is Giulietta Masina, a great movie pantomimist in the tradition of Harry Langdon and Charlie Chaplin. In Europe she ranks as an actress with Anna Magnani."

"Director Fellini and Masina working together have three times won Italian Oscars (silver ribbons) for acting and directing. With 'La Strada' they swept the boards—best movie, best directing, best acting."

Kim Novak, who plays the part of Eddy Duchin's wife in "The Eddy Duchin Story," is on the full-cover of "Collier's" Aug. 17 issue.

In the same issue is a two-page spread featuring photos of Kim visiting New York's points of interest at dawn. Gene Cook, motion picture editor of "Collier's," made the photos.

"High Society" is reviewed in the Aug. 21 issue of "Look." A half-page photo of Bing Crosby, Grace Kelly and Frank Sinatra leads off the review captioned: "On wedding eve, society girl, Grace Kelly, gets tipsy trying to decide if she likes Crosby or Sinatra. There is also the groom-to-be, but he's a square." Three pages are devoted to this new M-G-M picture opening tomorrow at Radio City Music Hall.

Scott Wakefield, son of Earle Wakefield, motion picture director for "Life," will enter Yale this Fall. Scott led his prep team to an undefeated season last year and won the Herald-Tribune's all-prep honors.

"Friendly Persuasion" is the recipient of a promotion directed to the teen-agers in the August issue of "Seventeen." Pat Boone, who will be heard (but not seen) in this new AA film, is profiled in this teen-agers' magazine. To illustrate the article, photos of Pat are shown attending college and at recording session.

"War and Peace" receives a substantial plug in the August issue of "Vogue," through the medium of a full-page photo of Anita Ekberg who plays Princess Kowraguine in the Paramount film based on the classical Tolstoy novel. "Vogue" describes the picture as "a Steppe sized movie."

WALTER HAAS

REVIEWS:

Queen of Babylon

20th Century-Fox—Pantheon

HOLLYWOOD, AUG. 7

TRANSPORTED TO Babylon, by way of Italy, where the picture was filmed, audiences are offered a spectacle-type attraction, with Rhonda Fleming and Ricardo Montalban, the only English-speaking players in the cast, co-starred over Roldano Lupi, Carlo Ninchi, Tamara Lees and a large additional group of Italian players.

The period is Babylon in Eighth Century B.C., then under despotic Assyrian rule. Miss Fleming portrays a prisoner who becomes a queen, unwillingly, to save her sweetheart, Montalban, and his Chaldean followers. The story includes much fighting, with knives, spear, bow and arrow, and much plotting, by the oppressed against the oppressors and by faction against faction, with large numbers in opposing forces.

Occasionally, between fightings and plottings, elaborate feastings and ceremonies are introduced, handsome in print by Technicolor, with attention focused on lavishly dressed and undressed dancing girls whose dancing, under American editing, is almost as brief as their costumes. By reason of its size, colorful subject matter and frequently Fairbanks-type action, the picture figures to do quick business on flashy exploitation although hold-over prospects appear lesser.

In the story by Maria Bory, directed by Carlo Ludovico Bragaglia for executive producer Nat Wachsberger, Montalban is seen as a Chaldean leader who refuses to bow to the Assyrian King and is marked for murder. Fleeing the King's soldiers, he is befriended by a goat-girl (Miss Fleming) who shelters him, mends his wounds, falls in love with him, and after a romantic period in hiding, ventures out with him to rejoin his Chaldean friends and continue his opposition to the King.

In conflict with the soldiers they are separated, he becoming a war prisoner and she falling into the King's own custody, finally becoming his Queen and after complications far too many and unique for chronicling here survives him to rule Babylon, with justice for all.

Running time, 98 minutes. Adult classification. For August release.

WILLIAM R. WEAVER

Dakota Incident

Republic — Trucolor

SIMPLE GUNPLAY between the Cheyenne Indians and frontier men and women breeds a great deal of suspense and timely romance that boosts this Republic Picture in Trucolor beyond the normal western class into a first-rate thriller. The film has a lush sagebrush setting and atmosphere to add to its visual appeal.

The screenplay by Frederic L. Fox is exceptionally well done, and the production should appeal to all audiences. The characterization, the visual appeal enhanced by Trucolor and the down-to-earth realism as portrayed by Dale Robertson, John Lund, Ward Bond and Linda Darnell all are salable assets. The acting is far from sluggish, the direction is taut, the pace is leisurely and the production quite sensitive. Associate producer Michael Baird and director Lewis Foster handled the material competently and with an eye to the box-office possibilities.

Robertson, who is rising in popularity thanks to his recent western roles, is cast as the frontier rogue who, having robbed a bank, finds his way to Christian's Flat in the Dakotas. After meeting Miss Darnell, a dance hall entertainer, and Lund, cast as the bank cashier sought for the robbery which Robertson committed, Robertson joins them and Bond, a Senator, on a stage-coach journey to Laramie. En route their coach is wrecked and they are forced to seek shelter, particularly from the Cheyennes. Lund, who had hoped to take Robertson to Laramie where the true story of the robbery might be revealed, is killed by the Indians as the group hovers in the desert. One by one, the members of the group, all but Miss Darnell and Robertson, are killed by Indians. After an exchange of friendship when Robertson refrains from killing an Indian, both he and Miss Darnell are freed by the Cheyennes and permitted to travel to Laramie where Robertson intends to clear Lund's name of the crime which he committed.

Running time, 88 minutes. General classification. For immediate release.

JACK EDEN

PEOPLE

Oscar Nittel has been named assistant treasurer of the General Telera radio division, and Clifford A. Frohne as controller of the W division, of the General Telera division of RKO Teleradio Picture Inc. Both appointments are effective Sept. 1. Nittel has been serving the capacity of chief accountant the WOR division. Frohne has been assistant controller of the Mutual Broadcasting System for the three years.

C. Pete Jaeger has been appointed to serve in an executive sales capacity for M-G-M's new television division, it has been announced. Charles C. "Bud" Barry, vice-president in charge of tv. Jaeger will work out of M-G-M-TV's New York office and will be active in the planning and development of new programming. He has until recently been vice-president of Guild Films.

Arthur J. Miller has been appointed general manager of Eastern operations for Pathe Laboratories, Inc. Otis W. Murray, executive vice-president. Lew Mansfield was promoted to plant manager of Pathe's New York laboratory at the same time. Miller has been technical director of Pathe Laboratories. In his new position he will supervise the business operations of Pathe's New York facilities. Mansfield will head the plant's production.

Leo Rosen, ex-circuit theatre manager and later television advertiser of the Fabian organization, has resigned as manager of WPTR, Troy, N. Y., due to health reasons. He suffered a severe heart attack two months from which recovery will be slow. His successor at the Schine-operated station is Duncan Mounsey, formerly aide to G. David Schine, of Schine Hotels, and former NBC staff manager in New York.

Producers Guild to Hold Of Navy's Development

LOS ANGELES, Aug. 7 — Members of the staff of the Chief of Naval Operations have accepted the Screen Producers Guild's presentation of Samuel G. Engel's invitation to attend the full SPG membership special dinner meeting Monday at the Beverly Hilton.

Speaking to the producers on the subject of "Our New Navy" will be Capt. John Lamade, deputy chief of Naval information; Captain J. S. Cain, director of the Progress Analysis Group, Office of Naval Operations; Commander W. C. Miller, officer in charge of the Chief of Naval Information; and Captain F. W. Scanland, head of the Ballistics Missile Branch of Naval Operations for Air.

MOTION PICTURE DAILY

Starts Monday

Wald Is Signed By 20th-Fox For 18 Films

Spyros and Adler Pact Producer for 5 Years

By WILLIAM R. WEAVER
HOLLYWOOD, Aug. 8—Spyros P. Spyros, president of 20th Century-Fox, and Buddy Adler, vice-president in charge of production, announced today that they had signed a contract with Jerry Wald which calls for Wald's producing 18 pictures in the next five years.
Wald, on leave from Columbia Pictures, where he was vice-president in charge of production, moves into the
(Continued on page 2)

Monopoly Suit Is Filed 3 Syndicate Theatres

Special to THE DAILY
INDIANAPOLIS, Aug. 8—Syndicate Theatres, Inc., filed a monopoly suit asking \$3,840,000 in damages and an injunction against five Indianapolis first run theatres and eight other distribution companies in Federal Court here today.
The firms named in action were Greater Indianapolis Amusements, Loew's, RKO Radio Pictures, Paramount Film Distributing Corp., Columbia Pictures, United Artists, Viner Brothers and Universal.
The syndicate, which operates houses in five Indiana towns with headquarters at Franklin, 20 miles from
(Continued on page 2)

Curved Aperture Gates Grauman's Chinese

From THE DAILY Bureau
HOLLYWOOD, Aug. 8—The first installation of Panavision's new curved aperture gates was made today at Grauman's Chinese Theatre where "The King and I" is the current attraction. According to Panavision president Robert E. Gottschalk, the curved gate was originally developed by M-G-M's projection department, headed by Merle Chamberlain and constitutes one of the most important contributions to the im-
(Continued on page 2)

'Eddy Duchin' Gross Over Million at Music Hall

Columbia Pictures' "The Eddy Duchin Story" grossed \$1,017,000 in its seven-week engagement at the Radio City Music Hall, which ended yesterday, according to Russell Downing, president and managing director of the theatre.

5 More for Paramount

From THE DAILY Bureau
HOLLYWOOD, Aug. 8—A five-picture, multi-million dollar production schedule encompassing a three-year period, was announced by the Perlberg-Seaton production team today through Paramount, which will release the five films. Top stars and writers have been assigned to the pictures, according to William Perlberg and George Seaton.

First to go into production, scheduled for October filming, is "The Tin Star," the producing team's first western, starring Henry Fonda and the new star, Anthony Perkins.

In November, "Teacher's Pet," an original comedy by Fay and Michael Kanin, and starring Clark Gable, goes before the cameras, with Seaton directing.

Set for production next year is
(Continued on page 2)

On Basis of SSBC Report

TOA To Start Drive for Government Financing to Rehabilitate Theatres

The recommendation that funds be made available to the amusement industry for rehabilitating theatre properties and equipment, made by the Senate Small Business Committee in its report on trade practices is going to be pushed by the Theatre Owners of America.

Myron N. Blank, president of TOA, has appointed A. Julian Brylawski, TOA vice-president and chairman of the national legislative committee, as chairman of a special committee to prepare a brief for submission to the Small Business Administration, urging adoption of the recommendation.

Blank said, "In light of the recent SSBC report, it is the desire of our organization to take full advantage of the prospective government help

Thrillarama Bows Tonight

Special to THE DAILY
HOUSTON, Tex., Aug. 8 — Plans for the world premiere of "Thrillarama Adventure," first film in the new wide-screen process utilizing two cameras and projectors, at the Metropolitan Theatre tomorrow were being finalized here today.

Heading the list of scheduled activities is a parade to the theatre set to begin at 7:15 tomorrow night. Taking part in the parade will be 50 "Apache Belles," who appear in the picture; an entourage from Mexico, including singers and dancers dressed in native attire; a delegation from Ste. Agathe-des-Monts, Canada, where a winter carnival is held, headed by
(Continued on page 2)

Find French Industry In 'Improved' Status

Special to THE DAILY
PARIS, Aug. 8—The over-all state of the French film industry is undergoing an improvement, according to M. Jacques Flaud, director of the French National Cinema Centre of Paris, in his report to the Development Fund. More money had been spent in the first six months of 1956 on cinema redecoration and refurbishment than at any similar period, he said.

On the production side, he said,
(Continued on page 6)

Distributors

Would Limit Scope of Any Joint Meeting

Key Executives React to Allied's Bid for Parley

Consensus of distributor executive opinion yesterday was that a meeting with exhibitors is quite possible if restricted to previously well defined areas. Comments were made after receipt of letters from Rube Shor, Allied States president, to distribution company presidents and sales managers suggesting a get-together based upon the recent Senate Small Business Committee's report asking further cooperative efforts within the industry to solve existing problems.

Responsible executives questioned yesterday said that insofar as they are aware their companies would be willing to meet with exhibitors to discuss methods of improving the welfare of
(Continued on page 2)

Carolina Exhibitors Find Business on Rise

Special to THE DAILY
CHARLOTTE, N. C., Aug. 8 — Box office grosses, boosted by a heavy influx of good pictures, have shown a marked increase since the Fourth of July throughout the Carolinas, according to both circuit and independent exhibitors.

Tom A. Little, who heads Consolidated Theatres, a circuit of 17
(Continued on page 6)

Hartman Productions Executive Personnel Set

From THE DAILY Bureau
HOLLYWOOD, Aug. 8—Don Hartman, who resigned his studio production post at Paramount last February, has announced the completion of executive personnel appointments for Don Hartman Productions, Inc., which will release through Paramount. Hartman is president; Helen Hartman vice-president; David Tannenbaum, secretary; A. Morgan Maree Jr., treasurer, and Paul M. Jones, assistant treasurer.

PERSONAL MENTION

ROBERT J. RUBIN, Paramount Film Distributing Corp., vice-president, will return to New York tomorrow following a tour of Southern exchanges.

STEVE EDWARDS, former Republic Pictures advertising-publicity director, is in New York from his Lake George, N. Y., summer home for a visit.

PEGGIE CASTLE returned to New York yesterday from London via B.O.A.C.

J. DAVID JONES, Kerasotes Theatres advertising director, has been elected chairman of the Airport Authority of Springfield, Ill.

MURRAY BAKER, formerly salesman for I.F.E. Releasing Corp., has joined the sales staff of Distributors Corp. of America.

MAX ADRIAN, British actor, has arrived in New York from London via B.O.A.C.

Canadian Drive-In Protests 'Monopoly'

TORONTO, Aug. 8 — A protest against what they term a "monopoly" whereby they are "prevented by other drive-in theatres and film distributors from getting the newer movies that the public wants" has been made by operators of the Circus Drive-In, Kirkfield Park, located outside the Manitoba capital. Harold Diamond, who operates the drive-in for Max Shnier, licensee of the operation, has been admitting patrons free of charge as a means of pointing up the situation. He said he plans to continue the free shows indefinitely.

Protest to be Formalized

A formal protest will be lodged "concerning theatre monopoly in Winnipeg" with the Combines Investigations Commission in Ottawa, Diamond said. He has charged that three of Winnipeg's major drive-in theatres are circuit-owned and as such "are providing second and third-run pictures in order that the circuit's downtown theatres are not hurt attendance-wise." He claims that many drive-in theatre in eastern Canada and the United States are showing first-run pictures.

Clare Appel, executive secretary of the Canadian Motion Picture Distributors Association, said the matter was "strictly an exhibitor's problem."

Joint Meet

(Continued from page 1)

industry components through business-building efforts; for the discussion of industry arbitration free of film rental issues, and for the consideration of promotional ideas.

However, they made it clear that now, as before, they are unlikely to participate in any conference which had for its purpose the discussion and criticism of their company's film terms and sales policies in the presence of their competitors.

See No Purpose Served

This, they indicated, was something they regarded as being unlikely not only to serve any worthwhile purpose but, possibly, as being in violation of Federal anti-trust laws. In this connection, one executive recalled that Abram Myers, Allied chairman and general counsel, made public some time ago a letter he had addressed to the Department of Justice which raised the question whether such distributor fears of joint trade conferences being illegal were well founded. The executive noted that Myers never released the Department's reply.

Most executives questioned asked that their names not be used. However, Arthur B. Krim, U-A president, said, "we would be happy to meet with any group that has as its sole aim the welfare of the small independent exhibitor. Some meetings have started that way only to swerve from the objective and later into a discussion of problems irrelevant to the small exhibitor."

In the letter to distributors Shor asked their attendance and support of a meeting that "would have an excellent effect in restoring the confidence and reviving the courage of the personnel of all industry branches."

Shor Urges Cooperation

Telling the film executives that "the business of theatres other than the metropolitan first-runs is at the lowest ebb since the dark days of the depression," Shor stressed the "need for cooperation" cited in the SSBC report. Shor said "we of Allied feel that these expressions by a group of Senators make it proper for us to renew our proposal for a meeting between the presidents of the film companies and the heads of the principal exhibitor organizations."

"What I am proposing in the first instance is a rather small meeting with only those in ultimate authority in their respective companies and organizations. Such a meeting could discuss ways and means and, perhaps, agree upon principles for giving effect to the committee's recommendations. The follow-up, including the details, could then be handled by their designated representatives."

Claim Allied Testimony Influenced Byrd on Tax

From THE DAILY Bureau

WASHINGTON, Aug. 8—An Allied bulletin issued today by Abram F. Myers declared that testimony before the Senate sub-committee on small business that small exhibitors were in need of relief influenced Senator Byrd to swing his weight behind the tax reduction bill and win Senate approval for it. Myers said that letters from Senator Sparkman, chairman of the Small Business Committee, and Senator Humphrey, chairman of the sub-committee which conducted the hearings, won Senator Byrd to the cause.

Syndicate Theatres

(Continued from page 1)

Indianapolis, charged the five first run theatres in Indianapolis are operated as a monopoly and that "better motion pictures" are withheld from its Franklin outlet "40 to 90 days or longer."

Trueman T. Rembusch, secretary-treasurer of Syndicate, said the trouble dates back to 1950 but that matters became worse after his testimony before U. S. Senate Small Business Subcommittee on retailing, distribution and fair trade practices.

Shortly after giving testimony, he claimed, Paramount, Columbia and Universal refused to sell him films on the same basis as previously. The suit alleges that Charles Reagan, general sales manager and vice-president of Loew's, controls five first runs in Indianapolis through ownership of stock in Greater Indianapolis, which operates four houses, and by his connection with Loew's which operates the fifth house. It charged they are operated as a "monopolistic group."

The contention also was made that Syndicate has been forced to buy "large groups of old and stale films" to get top quality pictures, and that this has resulted in "reductions in boxoffice gross" and has caused the firm to become a "second rate operation."

'Thrillarama'

(Continued from page 1)

the town's mayor, Notary J. B. LaFreniere; and a U. S. Marine band.

The festivities are to be covered by two television and one radio stations.

The "Thrillarama" process was conceived by Albert H. Reynolds, and Dowlen Russell, president and vice-president, respectively, of Thrillarama Productions, Inc. The screen image has an aspect ratio of 3½ to 1. A single operator can handle the projection, which utilizes a "dovetailing" device for the two images. The Metropolitan Theatre will project a picture 80 feet wide.

Jerry Wald

(Continued from page 1)

20th-Fox studios next Monday and will announce shortly his first series of pictures.

Wald, 44, started out as a producer of short subjects for RKO, and then went to Warners, where he began making radio shorts and went on to become one of Warners' outstanding producers. In 1950 he formed a production company with Norma Krasna, and in 1953 went to Columbia.

Grauman's Chinese

(Continued from page 1)

proved projection quality that he appeared in the last five years.

The principle underlying the new gate is that the film is held in curve as it passes the aperture, instead of being flat, and thereby imparts a stability to the film which prevents "focus drift."

Gottschalk further stated that Panavision is tooling up to produce curved gates for almost all makes of projectors.

Five Paramount

(Continued from page 1)

"The Golden Journey," an Agn Sligh Turnbull best-seller and also Saturday Evening Post serial. Edward Anhalt is currently doing the screenplay.

Also scheduled for 1957 is "Reaper Sinner," and the slate will be topped by "Carnet du Bal," in 1958.

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American Releasing Corp. Production
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of Drive-ins

Orangeburg Drive-In Opens

A new drive-in with a capacity of 100 cars has been opened at Orangeburg, N. Y., by the Route 303 Drive-In Theatre Corporation. Called the "Route 303 Drive-In," it is located on the former site of the Camp Sinks Village, three miles south of Exit 12 of the New York State Thruway at a point where the Palisades Interstate Parkway will intersect with Route 303 between Norwood and West Nyack. The drive-in has a Mico Vision screen which is 126 by 52 feet. Evan Thompson is the manager.

Reade Plans New One

Walter Reade Theatres is planning to construct a drive-in in the Saratoga Springs, N. Y. area, according to Walter Reade Jr. Work is expected to start in the spring.

'Bumper Club' Plan

Doug Amos, general manager, Lakewood & Gordon Enterprises, Boston, has come up with a plan to have repeat customers into the Pix Drive-In at Bridgeport, Conn. Earlier in the season, 1,000 bumper strips were distributed to patrons at the theatre. An inducement is made to the patron to retain the strip (plugging the theatre, of course) on the side by permitting the driver to come into the theatre without charge Tuesday nights, which are known as "Bumper Club" Nights.

Uniform Family Scale

The Post Drive-In, East Haven, Conn., has followed the lead of a Lakewood & Gordon unit at South Windsor, Conn., in adopting a uniform family admission scale, Monday through Friday evenings. The theatre is charging \$1.25 per car, regardless of number of passengers, on weeknights, with regular prices (10 cent per adult, and children under 12 free) prevailing on Saturdays and Sundays.

'Conspiracy' Suit Ends

MILWAUKEE, Aug. 8—A \$4,500, 000 dollar suit by Colonial Amusement Co., operators of the Colonial Theatre, here, against eight distributors has ended with a final decision of Federal Judge Robert E. Tehan. The suit began in 1951 charging a conspiracy which relegated the Colonial to obtaining only old films. An unveiled cash settlement was made on this count in 1953. The defendants included Loews, Inc., Paramount Film Distributing Corp., and Warner Brothers Circuit Management Corp. The present decision on the first count concluded the case and nipped the Colonial's bid for inclusion among the first subsequent run houses in Milwaukee.

Drive-In To Play 'King' During Roxy Engagement

Century Theatres' new 110 Drive-In Theatre on Long Island, just south of Exit 40, Northern State Parkway, has booked 20th Century-Fox's "The King and I" for a week's engagement beginning Aug. 15. The current attraction at New York's Roxy Theatre, the CinemaScope 55 film will at that time be in its seventh week there.

Mass. Circuit Wins In Tax Claim Case

HARTFORD, Conn., Aug. 8—The Federal Circuit Court of Appeals has unanimously decided that Western Massachusetts Theatres, Inc. of Springfield, need not pay a government claim for more than \$600,000 in back taxes, penalties and accrued interest.

The decision ends litigation extending over an 11-year period.

For Years 1942 to 1945

According to attorneys, the Bureau of Internal Revenue sought to collect \$359,518 it claimed was due in taxes from 1942 to 1945 on the grounds that the theatre circuit was improperly reorganized. Penalties and interest almost doubled the claim. Western Massachusetts Theatres, Inc. filed a suit against the Commissioner of Internal Revenue, claiming it was not liable for the income and excess profits tax levied against it. The Bureau of Internal Revenue won the first round in Tax Court but the circuit appealed.

TOA Asks for More Copies of SSBC Report

More copies of the 91-page Senate Small Business Committee's report on film industry trade practices will be made available to exhibitors a spokesman for Theatre Owners of America said.

"TOA was deluged with requests for the SSBC report," he said, "and so we have ordered more copies from Washington. We'll distribute them as soon as they arrive."

The TOA spokesman added that comment on the report by TOA has not been made since there has been insufficient time to study the proposals and findings.

Services for Esmond

ALBANY, Aug. 8—Services were held here today at a local funeral home for Irwin Esmond, director of the Motion Picture Division, State Education Department, from 1932 to 1945, who died Monday. Esmond, who served in the Education Department for 30 years prior to his retirement, was a graduate of Cornell University Law School and was for a decade head of the Department's legal division. He left that post to become chief censor.

Serpe, Ford Form Firm To Make Films for TV

Plans for production and distribution of films for television were revealed yesterday by Ralph Serpe and Anthony Ford, formerly with the IFE Releasing Co., who have formed their own production organization.

Ford said that a pilot film, "Confessions of a Scoundrel," a property purchased several years ago when he was with Walter Frammer Productions, will go before the cameras late October in Italy under a co-production agreement between Frammer and Vides Films of Rome. To be released for tv distribution next spring, the pilot film will be produced by Ford and an Italian executive yet to be named. Negotiations are in progress to have Robert Alda play the lead.

New Haven Exchanges Set for Fall Moving

HAMDEN, Conn., Aug. 8 — The New Haven film exchanges plan to move into a new \$300,000 building, now under construction, by late October or early November. The structure, part of a huge building development in this New Haven suburb, is expected to replace the existing New Haven Film Row which is part of a large downtown New Haven area slated for demolition.

A new state highway will be constructed on the latter site. To be known as the National Film Service, Inc., the building will be air conditioned.

'Joan' Auditions Set

Paris, London, Glasgow, Dublin and Manchester have been selected by producer Otto Preminger as the five cities in which auditions will be held during the first week of October in the European phase of his global contest to select a young, unknown actress to portray the title role in his film "Saint Joan." Preminger has also stated that finalists in the European competition will be screen-tested in London on Oct. 8 and 9. The domestic phase of the Preminger search will be climaxed in New York by a series of screen-tests for finalists on Oct. 11 and 12.

E. G. Zorn Retires

PONTIAC, Ill., Aug. 8 — Edward G. Zorn, proprietor of the Crescent and Eagle Theatres for the past 30 years has announced his retirement from the motion picture industry as of Aug. 1, and stated that he had sold his interests to Kerasotes Theatres circuit of Springfield, Ill.

A.A. Dividend Declared

HOLLYWOOD, Aug. 8—The executive committee of the board of directors of Allied Artists today declared a quarterly dividend of 13½ cents per share on the company's 5½ per cent cumulative convertible preferred stock, payable Sept. 15 to holders of record August 31.

... NEWS ROUNDUP

Miss Wright for Japan Film

Academy Award winner Teresa Wright has been signed by RKO Radio for the top feminine role in "Escapade in Japan," a drama to be filmed in that country by producer-director Arthur Lubin. Filming in Technicolor and wide-screen starts Oct. 1.

Lew Pollack Forms Company

The formation of a new production company, Lew Pollack Productions, Inc., has been announced by Lew Pollack, president, for the production of television commercials and industrial films.

'Tarzan' Series to TV

California National Productions, Inc. has acquired the rights to produce and distribute the first "Tarzan" film series for television, on which production will start this fall at the California National Studios, in Hollywood, Alan W. Livingston, president of the NBC subsidiary, announced this week.

UPA Starts Cartoon Series

UPA Pictures has begun production of a new cartoon series of 24 musical and humorous vignette cartoons, to be paired and presented theatrically throughout the United Kingdom under the title, "UPA's Pair of Shorts." The series will be produced under the supervision of UPA vice-president Robert Cannon, completely apart from UPA's present non-exclusive cartoon-short Columbia Pictures distribution contract.

Rule for Distributors In Muskegon, Mich., Suit

GRAND RAPIDS, Mich., Aug. 8 —In an opinion recently filed in Federal Court here, United States District Judge W. Wallace Kent denied motions by an exhibitor defendant to discuss five pending percentage actions for lack of federal jurisdiction, to compel distributors to give a more detailed statement of the complaints, and to bar the actions on the ground of the operation of the statute of limitations.

At the same time, the judge granted motions of plaintiff distributors requiring defendant to produce theatre documents and records sought in connection with pending actions. The suits were by Paramount, Twentieth Century-Fox, Warner Bros., RKO and Universal against Nick Kuris operating the N. K. Theatre and the N. K. Drive-In Theatre in Muskegon, Mich., alleging under-reporting of admission receipts on percentage engagements.

**"THE
BAD
SEED"**

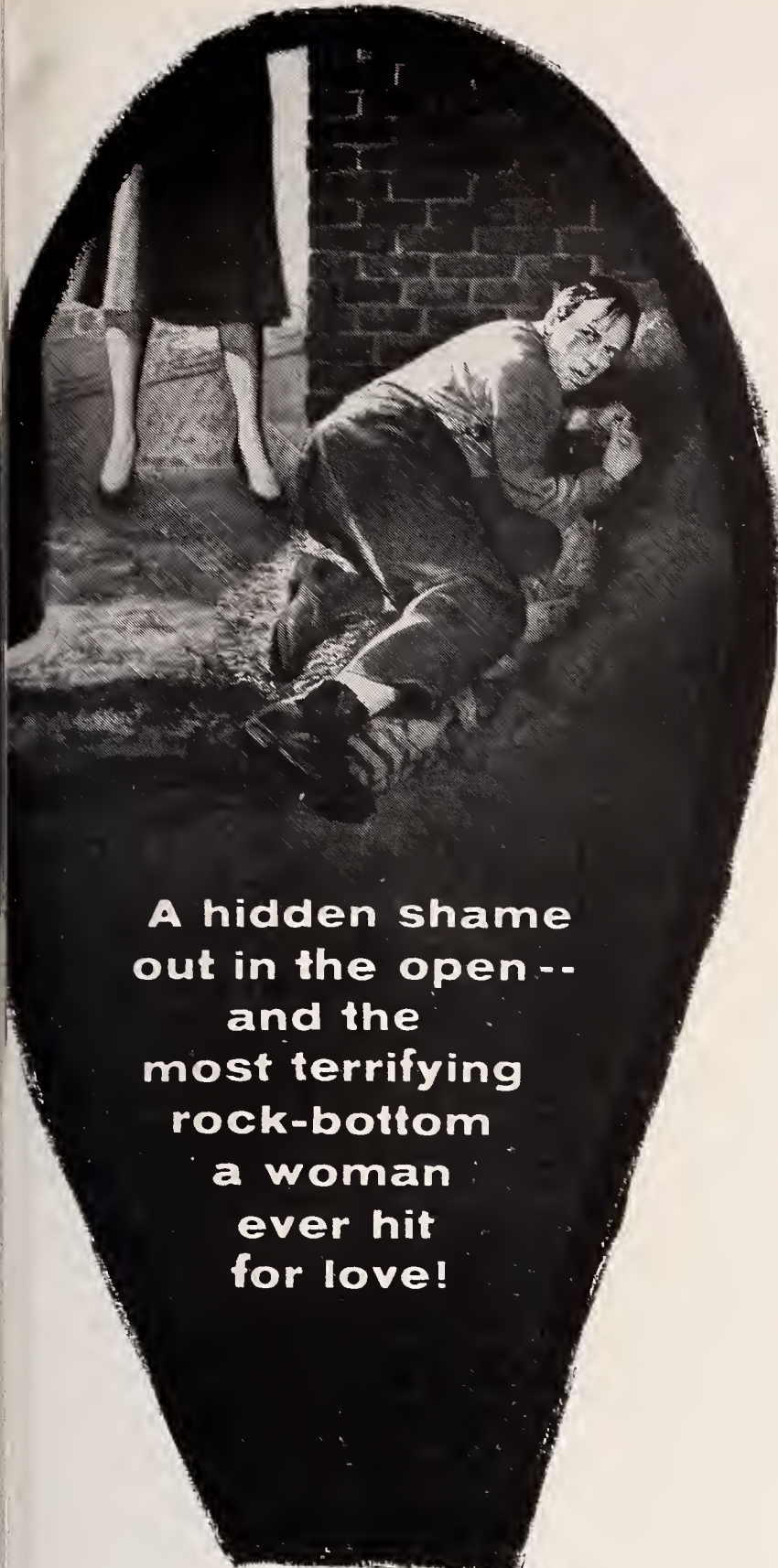
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'CATCH YOUR
BREATH'
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AFTER
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SHOWING



**A hidden shame
out in the open --
and the
most terrifying
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a woman
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WARNER BROS.

starring the original
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Screen Play by JOHN LEE MAHIN

Based upon the play by MAXWELL ANDERSON

and the novel by WILLIAM MARCH

MUSIC BY ALEX NORTH

DIRECTED BY **MERVYN LEROY**



**We
recommend:
NO
SEATING
DURING
THE
LAST
FIFTEEN
MINUTES**



**We
recommend:
TALK ALL
YOU WANT
ABOUT THE
MAN AND
THE WOMAN
BUT PLEASE
DON'T TELL
ABOUT THE
GIRL!**

In the THEATRE EQUIPMENT and Refreshment WORLD with RAY GALLO

A NEW brand of film cement has been marketed by Florman & Babb, New York distributors of motion picture supplies. It is said that the cement has proved highly effective for splicing 35mm as well as 16mm safety stock.

A development in the food preparation field of interest to drive-in concession operators is a product to prevent food from adhering to cooking utensils. Called "Anco Stop-Stick," it has been brought out by L. L. Antle & Company, Atlanta, which states that it is the result of three years of research. The announcement adds that "Stop-Stick" is both odorless and tasteless.

A new instructional projector designed to screen both opaque and transparent materials up to 11 inches square, has been announced by the Projection Optics Company, Rochester, N. Y. Taking its name, "Transpaque," from this dual function, the projector can handle such illustrative material as 11-inch square segments of maps, blueprints, drawings, etc. According to Fred E. Aufhauser, president of the company, the "Transpaque" is adapted to a complete selection of lenses in focal lengths from 4 to 40 inches.

A novel display unit for ice cream specialties has been marketed by R. E. Merritt & Associates of Azusa, Calif. It is designed to add display facilities to a Kelvinator ice cream storage cabinet, fitting a 4-hole square opening of such equipment. Two display units can thus be used with a Kelvinator of 8-hole size. Fluorescent lamps illuminate both the case and a sign at the top with the legend, "Enjoy Novelties—Ice Cream." The case has a metal tray for items, which may be real or dummy, so that sight may help to stimulate sales, which are made from the Kelvinator cabinet.

H. C. Williams, head of the Williams Screen Company, Akron, reports foreign sales to be increasing, with interest in the Williams metallic screen particularly lively in tropical regions, where high humidity causes a lot of trouble from mildew and discoloration of aluminized surfaces. Williams points out that more than 100 installations in tropical countries has produced no cases of such damage. The surfacing is baked on the all-vinyl plastic fabric with infra-red heat.

REVIEW:

Pillars of the Sky

Universal-International—CinemaScope

THERE'S AN old saying that the public knows what it likes—and likes what it knows. Consequently, your audience will find this color-in-Technicolor film as satisfying as the pie that Mother used to make. It contains all the ingredients that you'll recall in memory, but with our new dimensions and the big theatre screen, eager fans for the old West will find scenery and action combining the charm of nostalgia with modern devices.

Produced by Robert Arthur and directed by George Marshall, the cast is headed by Jeff Chandler, Dorothy Malone and Ward Bond, with a long line of individual credits indicating careful and competent production, and a strong supporting cast to provide an outstanding picture. The scene is the Snake River country in the Northwest, the time, 1868—and the reason, an invasion of Indian rights, properly held by treaty and violated by the white man. A typically stuffy West Point Colonel takes over, and goes against the moral and ethical principles that have guided the real pioneers and Indian scouts who made friends with the red men.

The setting is an outpost—where Ward Bond, as the preacher, has gone far to create a mission, and given Bible names to Indians who stand by and support his teachings. But there is always one bad Indian who leads the revolt against the white men, just as there are bad white men who make the reason for rebellion. Your audience will find particular delight in the wonderful scenery, fine color, and good acting—all authentic, all reeking with the nostalgia of the old West. Smart showmen will accept this "big screen" production, in CinemaScope and Technicolor, as proper opposition to the flood of pictures that overflow television—and be grateful for the opportunity to prove again that we know what the public likes—and that the public knows where to find their best entertainment.

Running time, 95 minutes. General classification. October release.

WALTER BROOKS

French Industry

(Continued from page 1)

rising costs presented a problem, but he pointed out that costs were due to the use of new techniques and color rather than to the economic situations. He added that the French studios are now working to capacity and technicians are fully employed.

The Council of the Fund recently voted to reserve some 25 million francs for the purpose of promoting French films abroad. One thousand millions were granted the industry's technical side and 240 millions to the newsreel companies.

Flaud said that news from foreign countries was encouraging, what with French films being well received and the market for these films constantly expanding. Declaring that to his knowledge, expenditures and receipts for the industry were about equal this year, he said that this was a great improvement compared with the situation a few years before.

Shulman to Chile

Sidney Shulman has been appointed manager of the 20th Century-Fox branch of Santiago, Chile, it is announced by Murray Silverstone, president of the company's interests abroad. Shulman replaces Matthew Harbinson who has been transferred to the Buenos Aires office as assistant to Edward D. Cohen, Supervisor of all Central and South America.

Carolina Exhibitors

(Continued from page 1)

operations in the Carolinas and Virginia, reports business is up 40 per cent in his towns. He credits this not only to the "better" pictures but to the work of his executives as well. "Our managers are all working hard," he said, "and that's why we're doing so well."

Bob Bryant, operator of the Pic Theatre in Rock Hill, S. C., points out that business is up 25 per cent there—despite the fact that Winthrop College (South Carolina's Woman's College) is not in session and a strike at a local textile plant has idled thousands.

"We'd have a 60 per cent increase if it weren't for those things," he said.

An exhibitor who asked not to be named said "business is up 40 per cent." Pictures like "Trapeze," "Proud and Profane," "King and I," and "The Fastest Gun Alive" have given the box office a big boost, he said.

Glen Grove, manager of the Imperial Theatre in uptown Charlotte, said his "business was way up" also.

Kohler on Committee

John Kohler has succeeded M. D. O'Brien, former Loew's chief of projection, as a member of the East Coast Committee on Sound and Projection of the Research Council, according to an announcement by Frank Cahill, chairman.

REVIEWS:

Private's Progress

DCA—Boulting Bros.

This DCA release of a Boulting Brothers production should satisfy those who thrive on situation comedy and stir the memories of those at one time or another were in service.

Directed by John Boulting, produced by Roy Boulting, the film lacks a strong screenplay, depends for comedy on the antics of an eccentric private who apparently can do nothing right and just about everything wrong.

Ian Carmichael is cast as the private who leaves college to enter the British Army during World War I. After basic training he is transferred to a secret intelligence operation, the looting of a German castle of its treasures. Though innocent in the scheme, Carmichael helps his uncle, Dennis Price (a captain), in getting the treasures but the plot eventually fails.

Carmichael later is mustered out of service and returns to college. One day the authorities arrest him and his uncle for their part in the crime. Carmichael, the guinea in the plot, marches off to the quite confused about the whole affair but finally suspecting his uncle of a swindle.

The film lacks polished production values but the performance of Carmichael offsets this deficiency. "Private's Progress" is an adventure into military life that won't easily be forgotten.

Running time, 96 minutes. General classification. For immediate release.

Hot Cars

UA—Bel-Air

This moderately-budgeted mystery drama, produced by Bel-Air Productions and released by United Artists, has its moments of action and suspense, but is on the whole a stereotyped crime film.

The Don Martin and Richard I. Dau screenplay casts John Bromfield as a used car salesman who becomes involved in a "hot car" racket when he finds his bankroll too small to handle the doctor bills for his ailing young son. After a detective from the state police investigating the racket is murdered, Bromfield is arrested and charged with homicide. He eludes the police, however, and tries to acquit himself of the crime. The film follows the usual hide-and-seek pattern with Bromfield racing after a girl member on an amusement park roller coaster. The police eventually finally capture the mob and Bromfield is freed.

Aubrey Schenck was executive producer, Howard Koch was producer and Donald MacDougall served as director for "Hot Cars" which stars Joi Lansing, Mark Dana, Col. Shannon, Ralph Clanton. Running time, 60 minutes. General classification. For August release.

MOTION PICTURE DAILY

Concise
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to the
Point



All
the News
That
s News



80, NO. 29

NEW YORK, U. S. A., FRIDAY, AUGUST 10, 1956

TEN CENTS

2nd Quarter

Paramount's Months Net \$5,001,000

of Shorts Boosts Earnings; Set Dividend

A sharp increase in estimated net earnings for the second quarter of 1956 totaled \$3,279,000 boosted six-month earnings for the year to \$5,001,000 and only \$164,000 less than the six-month total for 1955, it was reported yesterday at a board of directors meeting of Paramount Pictures.

Earnings for the second quarter were reported as \$972,000 greater than the \$2,307,000 for the comparable period last year. The \$3,279,000 for this year's second quarter represents \$1.57 per share and includes \$1.12 per share profit on the sale of film shorts and cartoons, the company disclosed.

Estimated earnings for the six-month period this year totaled \$5,001,000. Earnings are equal to \$2.40 per share. (Continued page on 2)

Market Action of Para. Stock Mystifies Trade

The circles were still mystified yesterday by Wednesday's New York Stock Exchange action of Paramount Pictures' stock which closed 1½ off the day in heavy trading.

When the company's strong six-month financial report issued yesterday followed by the company's board authorizing payment of a 50-cent dividend, and word spreading (Continued page on 2)

'Blacklist' Group Appeal Rejected in California

From THE DAILY Bureau
LOS ANGELES, Aug. 9—The California Supreme Court has rejected an appeal by 23 Hollywood production workers from lower court decisions against them in their suit, seeking \$1,500,000 each, from major studios on the claim they had been denied employment after refusing to answer questions about Communist (Continued on page 7)

Looking Forward at 75

'Ten Commandments' is Handsome Birthday Present for C. B. DeMille

This is a month of meaningful anniversaries for Cecil B. DeMille. He celebrates his 75th birthday August 12 and his 54th wedding anniversary August 16. Another significant event recently brought joy to the heart of Paramount's

'High Society' Sets Music Hall Record

Yesterday's opening of MGM's "High Society" at Radio City Music Hall gave Gotham's premiere theatre its biggest opening day matinee business in history with a gross in excess of \$17,000 up to 6 P.M., Russell Downing, president, reported.

The theatre played to capacity throughout the day with indications that last night's business would set another record for a complete opening day's business.

Houston Premiere Launches Thrillarama

Special to THE DAILY
HOUSTON, Aug. 9—The world premiere of "Thrillarama Adventure," first film in the new wide-screen process utilizing two cameras and projectors, was held here tonight at the Metropolitan theatre with an audience of prominent figures, including Houston's mayor, in attendance. Two television and one radio station covered the concomitant festivities, which included music by a (Continued on page 7)

Sees Live Television Broadcasts as Possible Soon from United States to South America

Live television from the United States as far south as Venezuela is entirely possible, according to Dr. Allen B. Du Mont, chairman of Allen B. Du Mont Laboratories, Inc. Dr. Du Mont has just returned from a television survey trip in the Caribbean area and South America. Yesterday he declared:

"For live U. S. television to reach Venezuela, 'forward scatter' facilities between Florida and Cuba would be used. The television signal could then be transmitted on present facilities to Santiago de Cuba at the other end of the island.

"The blank spot at the present time is the island of Haiti. However, if a receiving station and beam transmitter were established on the 9,000 foot mountain near Port-au-Prince, I believe that usable signals could be received in Venezuela."



Cecil B. DeMille

theatre in Salt Lake City.

As reported in the Daily Monday he heard the assembled audience send up an unanimous chorus of approval at the fadeout and was begged not to cut a minute of his four-hour-long (Continued on page 7)

Greene-Rouse Sign With United Artists

A long-range, multiple picture deal has been signed between United Artists Corporation and Greene-Rouse Productions, headed by Clarence Greene and Russell Rouse, it is announced by Arthur B. Krim, president of United Artists. Two films have been set for immediate production by (Continued page on 2)

Deal Near

Warner Pathe Staff Would Buy Company

To Suspend Newsreel but Continue Profitable Units

A plan for the present Warner Pathe News management to purchase the company from Warner Bros. Pictures and continue the operation in somewhat curtailed form has progressed to the stage at which what appears to be adequate financial backing for the project has been lined up, it was confirmed to MOTION PICTURE DAILY yesterday.

Under the plan, the newsreel would be suspended, at least until an adequate market for it in the television field could be found. Operations in the school film and commercial films fields, which have been profitable for Warner Pathe News, would be continued by the present organization. (Continued on page 7)

Picker on Committee Mulling Sale to Reds

The appointment of Arnold M. Picker, United Artists vice-president in charge of foreign distribution, to a three-member committee of the Motion Picture Export Assn. of America to review policies of the MPEAA governing the sale of American films to countries behind the Iron Curtain was reported yesterday.

Picker, who proposed the study at (Continued on page 7)

Technicolor Buys Pavelle Color Corp.

From THE DAILY Bureau

HOLLYWOOD, Aug. 9—Dr. Herbert T. Kalmus, president and general manager of Technicolor Corporation, announced today that Technicolor has purchased the assets and business of Pavelle Color Incorporated. Pavelle Color, headquartered in New York, is a leading independent processor of amateur color film.

Pavelle products and services are (Continued on page 7)

PERSONAL MENTION

ELMER C. RHODEN, president of National Theatres, will arrive in New York from the Coast over the weekend.

BURT SLOANE, United Artists trade press contact, will leave here this weekend for a vacation at Montauk Point.

JEAN PICKER, daughter of EUGENE PICKER, vice-president of Loew's Theatres, was married at the Hotel Ambassador here last evening to PAUL B. FIRSTENBERG.

JOSEPH CONWAY, owner of the Wayne Avenue Playhouse, Philadelphia, arrived in New York yesterday from the Quaker City.

MIKE TODD will return to Hollywood from New York over the weekend.

ELY LANDAU, president of National Telefilm Associates, and RAY NELSON, vice-president and general manager, will return to New York today following sales trips throughout Midwest.

NAT WILLIAMS, president of Interstate Enterprises, of Georgia and Florida, is hospitalized in Atlanta as a result of a heart attack.

SOL C. SIEGEL, producer, has returned to Hollywood from Paris and New York.

BERNARD G. KRANZE, vice-president of Stanley Warner-Cinerama, and HARRY GOLDBERG, publicity director, have returned to New York from Minneapolis.

WAYNE MORRIS left here for London yesterday via B.O.A.C.

JACKIE LOUGHERY, television actress, has arrived in New York from the Coast.

DOMINIC FRISINA, founder and president of the Frisina Amusement Co., Taylorville, Ill., is recovering there at St. Vincent's Hospital following a heart attack.

GEORGE H. SCHENCK, branch manager for Tri-State Automatic Candy Corp., was in Atlantic City, N. J., from Albany, N. Y.

Para. Net

(Continued from page 1)

a share based on 4,086,000 shares outstanding at June 30, 1956 and include \$1.28 per share net profit on the sale of shorts and cartoons.

Paramount reported this six month figure compares to \$5,165,000 for the comparable period in 1955 or \$2.36 a share on 2,189,000 shares then outstanding.

Directors yesterday voted a quarterly dividend of \$.50 a share on common stock payable Sept. 14, 1956 to holders of record Sept. 4, 1956.

Greene-Rouse

(Continued from page 1)

Greene-Rouse with a third to be selected shortly.

The first, "Pistolero," by Horace McCoy and Bernard Smith is a drama about a gun-fighter. The second film, "Line of Duty" is based on a television play by Rod Serling which had its debut on the U.S. Steel Hour recently under the title, "Incident in an Alley."

Rouse will direct both features with the order of production dependent upon delivery of the final screenplays. Some prior films put out by the Greene-Rouse combine include "DOA," "The Well," "The Thief" and "New York Confidential." Currently they are represented by "Unidentified Flying Objects" ("UFO"), a United Artists release, and "The Fastest Gun Alive" for M-G-M.

Paramount Stock

(Continued from page 1)

throughout the industry of the box office potentialities of the company's "War and Peace" and "The Ten Commandments," there was no reason apparent for any market weakness in the issue.

One explanation encountered was that, due to an error, an early order to sell 1,900 shares was listed as a 19,000-share sale, which may or may not have triggered the subsequent selling action.

Paramount shares firmed in yesterday's trading with volume at normal level.

Forand Excise Hearing In Washington Nov. 26

WASHINGTON, Aug. 9 — The Forand excise subcommittee of the House Ways and Means Committee announced today that it would hold about two weeks of hearings beginning on November 26 on excise policy, rates and technical and administrative problems.

The Forand subcommittee is one of several committees which expect to go into a thorough study of excise taxes this fall.

Set Big Ad Budget on 'Tea and Sympathy'

More than \$500,000 will be put into a saturation advertising campaign for "Tea and Sympathy," it is announced by M-G-M, which is releasing the film in late September. The publicity and exploitation campaign will use magazines, newspapers, radio and television, and full-page display ads in weekly magazines reaching a circulation of 17,500,000 with an estimated readership of 64,750,000.

Ads slanted for the big woman's service magazines will reach a circulation of 14,600,000 and an estimated readership of 31,900,000. Other ads in general magazines are expected to reach 20,000,000 circulation and a readership of 81,200,000, with fan magazine space directed at a circulation of 3,000,000 with 12,500,000 readers.

Deborah Kerr, John Kerr and Leif Erickson head the cast of the film, which is in CinemaScope and Metrocolor, based on the stage success by Robert Anderson, who also wrote the screen play. Pandro S. Berman produced the picture for M-G-M, with Vincente Minnelli as director.

U-I Shorts to Sales Dept.; Sochin Resigns

Irving M. Sochin is resigning as short subjects sales manager of Universal-International Pictures. Earlier this week, operations of the short subjects sales department were transferred to the general sales department supervised by Charles J. Feldman. No curtailment in production of short subjects or newsreels is contemplated, it was disclosed, as the home office stepped up its economy program started over a month ago.

Harry Fellerman, sales director of the special films division at U-I, has been transferred to the New York exchange branch as assistant manager as part of the move.

Sochin, who joined U-I in 1950, was an assistant to Feldman before being named short subjects sales manager in 1951. He served as U-I branch manager in Cincinnati before moving to the New York office.

COMPO To Map TOA Industry PR Program

At the invitation of Myron N. Blank, president of Theatre Owners of America, the COMPO press relations committee will draw up the industry public relations program for presentation to the TOA convention next month.

COMPO committee members met Wednesday night to discuss the project.

Wide Screen Price War In Argentina

BUENOS AIRES, Aug. 9—A wide screen "strike" here has reached highest levels of President Peron's Aramburu's provisional Government with no solution in sight yet.

The cause was a government decree pushing back ceiling prices CinemaScope and Superscope VistaVision films from 9 pesos centavos to 6 pesos 50 centavos approximately 35 to 20 cents).

Most foreign films shown here imported from the United States many utilize one of the film processes. The Government, fighting inflation, said films are a necessity, a luxury, and declared the old ceiling was too high an admission price. Theatre owners, in protest, closed Monday afternoon and created riot through Buenos Aires' downtown streets. One stone-throwing mob smashed virtually all the glass entrance doors of the Gran one of the city's class theatres.

Tuesday, the theatre owners opened their houses but substituted standard films for all those in the three processes. Again grumblings appeared, but special police guards were called out to prevent renewed violence. The result very few customers.

Raymond Levy Resigns

Raymond Levy, vice-president of Quigley Publishing Co., has resigned effective at the end of this month. Mr. Levy joined the staff in 1954 as a company executive in charge of advertising sales and promotion. His future plans, not yet definitely formulated, contemplate activities in other line of work in the motion picture industry.

Cinerama Birthday

As a pre-celebration of Cinerama's fourth birthday next month, the company will have a press luncheon at Janssen's on Monday, followed by inspection of the Grand Central Terminal-Eastman Kodak exhibit of Cinerama stills from "Seven Wonders of the World."

NEW YORK THEATRES

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in VistaVision and Color
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllwood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Beaufort Square, W.C. 2; Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone Circle 7-0000. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Secretary; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year, as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second-class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign; single copies, 10¢.

PEOPLE

Charles J. Feldman, vice-president and general manager of Universal Pictures, and Americo Aboaf, vice-president of the company's foreign subsidiary, Universal Films, will next week at the studio, where they will view screenings of forthcoming product and will confer on selling campaigns.

Monroe Mendelsohn, formerly head of the sales promotion department at United Artists, has been named director of sales promotion for MGM-TV. He will coordinate advertising, publicity and research within the tv department.

John Lopert, president of Lopert Productions, will leave here today for London where he will confer with the casting brothers on the casting and production of "Under the Influence," which he will produce in England for the Boultings.

Hermit Kahn, formerly of Lennen Jewell, advertising agency, has been named National Telefilm Associates' director of the NTA Film Network as advertising manager.

Mrs. Alice Close has been named assistant manager of the international division of Allen B. Du Mont Laboratories, it has been announced by the company. For six years Mrs. Close was associated with Sylvan Ginsbury, New York, exporters of electronic components and test equipment.

Director Bedlow has announced his resignation as art director of 20th Century-Fox and will immediately start his own art studio. Sedlow, who has been with Fox for eight years, specializes in motion picture advertising.

Robert J. Kingsley, co-founder and former chief of production of Tele-Views, has joined George Blake Enterprises, television film producers, as producer-director. Kingsley, who was formerly the head of film production for Bernard J. Procter Film Productions, and the assistant producer of the film, "Summertime" will begin at the company immediately.

'War and Peace' on Disc

Paramount Pictures and Columbia Records have concluded an exclusive three-step deal whereby CBS will record the music from "War and Peace," the Ponti-DeLaurentiis production starring Audrey Hepburn, Henry Fonda and Mel Ferrer. Paramount also announced that the arrangement was activated this week with the release by Columbia of Victor DeRose's disc of the love theme from the film.

Juniors Solve a Senior problem...



M. P. DAILY PHOTO

HOW HE CAN HELP: Michael Todd, whose "Around the World in 80 Days" will open to the world October 18, tells about his donation of that evening in the Rivoli to the Will Rogers Memorial Hospital and Research Laboratories. His listeners at luncheon yesterday were a roster of the juniors in the industry, and its famous names: sons of the Hospital directors. They are Richard Brandt, chairman of the Memorial Hospital Fund National Junior Committee; David Picker, co-chairman; Alan and Norman Barnett, Bernard Brandt, Abe Fabian, Edward Fabian, Harold Freedman, Irwin Freedman, Edmund Grainger, Jr., Curt Kaufman, Martin Levine, Michael Mayer, Ira Meinhardt, Harold Rinzier, Allan, Burton and Norman Robbins, Thomas Rodgers, Arthur Rosen, Robert Schwartz, Spyros Skouras, Jr., Al Stern, Morton Thalhimer, Jr., Michael Todd, Jr., Douglas Yates, and Irwin Young. Mr. Todd is flanked above by Messrs. Meinhardt and Edward Fabian, and Messrs. Richard Brandt and Picker.

IATSE Leaders Leave For K. C. Convention

A group of IATSE officers and staff members left here yesterday by train for Kansas City where the organization's executive board meeting will be in session all next week at the Muehlebach Hotel. It will be followed by IA's week-long, biennial convention.

Heading the group leaving here last night was Richard F. Walsh, International president, whose reelection at the convention is unopposed at this time. Accompanying him from the general office here were Harland Holmden, general secretary-treasurer; James J. Brennan, vice-president; John J. Francavilla and Richard Scott, international representatives, and members of the general office staff.

Also in the group were William C. Scanlan, international trustee, and Walter F. Diehl, international representative, both of Boston. Joining the party in Philadelphia was Harry J. Abbott, vice-president, and at Harrisburg, Lawrence J. Katz, international representative. LeRoy Upton, international representative, will join the group at St. Louis.

Duggan Independent

HOLLYWOOD, Aug. 9—Pat Duggan announced the formation of Pali Productions, independent producing company, which he will activate on the expiration of his Paramount contract in September. With the studio five years, Duggan produced eight features, including the unreleased "Search for Bridey Murphy," in which production he has a participating interest.

Texas Interstate Seeks Astaire Dance Franchise

Negotiations for the granting of a franchise to the Interstate Theatre Circuit in Texas for the operation of a Fred Astaire dance studio at one of their theatres in Houston are continuing between Interstate and the New York City office of the Astaire Studios.

Tentative plans call for the shutting of a Houston theater and for the refurbishing of house to accommodate a dance studio. However, negotiations have bogged down on Interstate's proposal to abandon the franchise should the dance operation fail. Interstate has also proposed that the franchise be expanded if the initial Astaire studio resolves into a feasible operation.

Charles L. Casanave, executive vice-president of the Astaire Studios, is negotiating for the franchise.

Carnera Overruled on 'Fall' Damage Suit

SANTA MONICA, Calif., Aug. 9—Primo Carnera, former heavyweight champion, lost his suit to Columbia Pictures in Superior Court yesterday.

Judge Stanley Mosk sustained a demurrer by the company, which was sued last April by the ex-fighter for \$1,500,000 in damages. Carnera, who has become a wrestler and restaurateur, charges he was subjected to "ridicule" through the film, "The Harder They Fall."

Judge Mosk ruled that one who became a celebrity or public figure waived the right of privacy and did not regain it by changing his profession.

Lay 'Decline' Of Newsreels To Exhibitors

By LAWRENCE J. QUIRK

The failure of exhibitors to cooperate and their economizing methods are principal factors in the decline of the newsreel, according to key figures in that branch of the industry. They do not feel that tv competition is the deciding factor, as some quarters have opined.

Decry 'Feature Formats'

They also feel that the newsreel must remain utilitarian, and not branch into feature formats, such as documentary flavoring, color, etc. The only concession in this direction is being made by 20th Century-Fox's Movietone. According to Edmund Rcek, that firm's vice-president in charge of production, Movietone is currently experimenting with black-and-white CinemaScope and hopes to create all its newsreels in that process after 1957.

Oscar Morgan, general sales manager for Paramount's newsreel, feels that the exhibitor's desire to save money by cutting costs is behind the newsreel cancellations. "I have discussed this situation with many circuit heads," Morgan says, "and they admit tv has nothing to do with it. They want to cut costs and save money, and the newsreel is the first head on the chopping block."

Wants More Exhibitor Aid

Morgan also believes that exhibitors are not cooperating as they should. He feels that while newsreels must remain within their special province—the utilitarian—his company is attempting currently to enhance their entertainment potential.

A spokesman for Hearst Metrotone News (M-G-M) points out that about ten years ago the price of feature films began to soar, exhibitors found they couldn't afford newsreel prices along with the other drains, and competition brought prices down. Exhibitors began eliminating newsreels from their programs because there was nothing else to eliminate. The M-G-M man also points out that short subjects have been harder hit than newsreels in the popularity dip.

Movietone Optimistic

From a 20th-Fox Movietone representative comes the observation that film companies are not getting on the selling bandwagon for the newsreel as they should, and that better salesmanship and exploitation "would work wonders." Movietone, said the representative, looks confidently to the future, all the more so since the foreign market compensates for domestic losses.

A spokesman for the Universal newsreel also sounded a note of confidence, stating that Universal will continue with its present service, as its patrons are highly satisfied.



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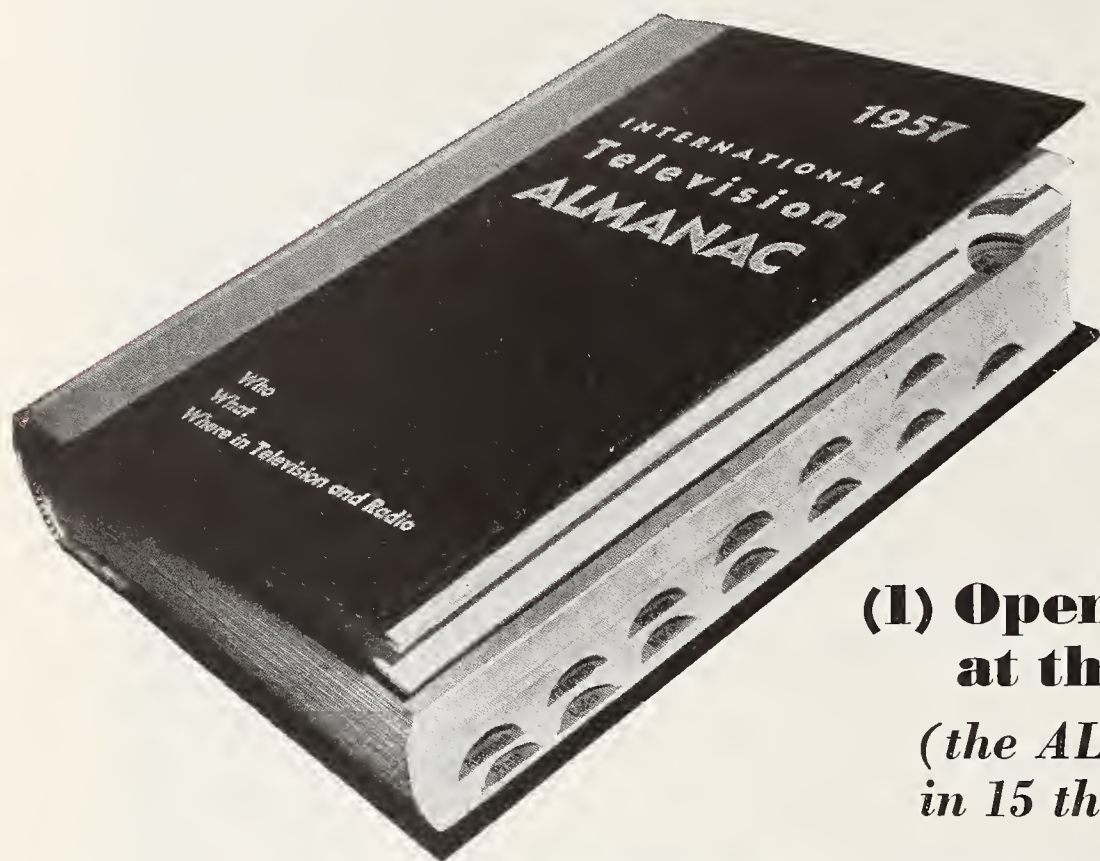
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ecil De Mille

REVIEW:

Canyon River

AA-Dunlap—CinemaScope

Continued from page 1)

tion. The 1623-seat house had it in 34 minutes during the hour of the day the film was

De Mille's plans call for the filming of "Buccaneer" as a musical. His version of this film, starring March, was released in 1938. Longtime associate Henry Willson produce, and Yul Brynner, appears as the Pharaoh Rameses in "The Ten Commandments," will also star as the pirate

Hopes for Two More

De Mille says, and though not revealed which will be the many on his schedule, it is expected that one will be in preparation while "Buccaneer" is before the cameras.

De Mille says "There may be changes in the methods of distribution that is a mechanical thing. Changes can have drastic effect from time to time upon the procedures in Hollywood. They do not fundamentally alter the challenge—which is to tell a story and tell it well. If you succeed in that, you have no other class."

Technicolor Buys

Continued from page 1)

Technicolor nationally with concentrated distribution in twenty-two United States markets. While Technicolor has long been the largest manufacturer of color motion picture prints, acquisition of Pavallo makes Technicolor the world's independent processor of amateur film. This purchase represents the first outright acquisition of assets and business of another company by Technicolor since the beginning of its diversification program in 1955.

Wide Variety of Service

Acquisition of the Pavallo color service by Technicolor now makes possible national distribution of Technicolor service to the consumer photographer market through joint efforts of film processing plants in Hollywood and New York. Service includes all phases of consumer film processing.

Waves Cites Waves

New York premiere of United International's "Away All at Loew's State theatre August 1 salute the 14th anniversary of the founding of the WAVES (Women Accepted for Volunteer Emergency Service). A color guard of WAVES will be present at the opening of the Technicolor VistaVision, according to the company, Navy recruiting booth will be in the lobby of the theatre. Film stars Jeff Chandler, George Lex Barker and Julie Adams.

CINEMASCOPE and DeLuxe color do for this Western melodrama, laid in Oregon and Wyoming, the same broadening, deepening, glamorizing job they do for all outdoor subjects in which mammoth mountains, tall skies and far-stretching vistas gladden the camera's eye. The name of George Montgomery, together with those of CinemaScope and DeLuxe, stands a likely chance of attracting substantial patronage to partake of these visual rewards, and there is nothing in the story to dilute their enjoyment of the experience. Scott R. Dunlap production contains a minimum of the bloodshed and violence widely complained of in Western pictures, yet tells a plausible story in pleasantly leisurely fashion. Audiences slanted favorably toward Westerns figure to find this one satisfying.

The script by Daniel B. Ullman, from his own story, opens with Montgomery, a Wyoming rancher who has successfully crossed long-horns and white-faces to produce a breed of cattle capable of withstanding Wyoming weather, selling out his holdings to bring to Wyoming from Oregon, for crossing purposes, a herd of white-face cattle. Peter Graves, his foreman, plots with a Wyoming land baron to ambush Montgomery on the trail, kill him and take possession of his herd. But before the herd reaches the appointed place of murder, Montgomery saves Graves' life, both of them fall in love with Marcia Henderson, and Graves undertakes to withdraw from his murderous pact. The problems of all concerned are worked out when the cattle stampede, but this is as much as a proper synopsis should reveal.

Production is by Richard Heermance, who made fruitful use of his materials, and the direction, by Harmon Jones, although not invariably convincing, is suitably plain.

Running time, 80 minutes. General classification. Release date, Aug. 5.

WILLIAM R. WEAVER

Name Picker 'Thrillarama'

(Continued from page 1)

the MPEAA board meeting last Wednesday, joins Wolfe Cohen, president of Warner Bros. Pictures' International Corp., and Morton A. Spring, first vice-president of Loew's International, on the committee named by Eric Johnston, MPEAA president.

The committee will report at a full board meeting to be held prior to Aug. 31. Picker asserted yesterday he was in favor of "anything that is both of national interest and benefits the American film industry as a whole."

Commenting on the proposal, Picker said there have been many changes over the past 18 months, including a desire by the U.S. Government to develop cultural interests between America and Iron Curtain countries, that make the sale of U.S. films feasible at this time.

'Blacklist' Group

(Continued from page 1)

affiliation put by the House Un-American Activities Committee. The appeal was from a decision by the District Court of Appeals, which followed finding for the defendants in Los Angeles Superior Court.

Counsel for the 23 has declared the case will be carried to the U.S. Supreme Court.

Plaintiffs alleged in their suit that they have been under studio "blacklist" since March, 1951.

(Continued from page 1)

U. S. Marine band, a parade to the theatre featuring some 50 "Apache Belles" who appear in the film and delegations of entertainers from Mexico and Canada bring the flavor of their native habitats.

The process, which met with a highly favorable reception here, was conceived by Albert H. Reynolds and Dowden Russell, president and vice-president respectively of Thrillarama Productions, Inc. The screen image has an aspect ratio of 3½ to 1. A single operator can handle the projection, which utilizes a "dovetailing" device for two images. The Metropolitan theatre projected a picture 80 feet wide.

More Join 'Joan' Week

Some 2200 subsequent-run theatres throughout the 32 exchange areas in the United States and Canada will launch "Saint Joan" week promotions August 13, raising to more than 13,000 the total number of houses participating in the international talent hunt, it is announced by Roger H. Lewis, United Artists National director of advertising, publicity and exploitation. The initial phase of Otto Preminger's global search for a talented young newcomer to play the title role in his production of "Saint Joan" was inaugurated this week at 9,000 domestic theatres and more than 2,000 showcases in Europe.

W. B.-Pathe

(Continued from page 1)

tion, with the aim of expanding in these and other non-theatrical areas.

The newsreel's library footage would be included in the purchase and attempts to market it would continue once the basic deal was closed.

Jack D. LeVine, assistant general manager, is handling the negotiations for the purchase. He declined comment on the grounds that any statement at this stage would be premature. However, one source said that Warner officials were cooperating to the fullest extent with the newsreel company management and that Norman Moray, president of Warners News, Inc., was especially helpful.

Price Reports Vary

Reports placed the purchase price variously at \$750,000 to twice that amount, depending on what might be included in a sale agreement. However, there was no official information obtainable on that nor on the identity of financing principals.

The reel's library has an estimated 23,000,000 feet of film, considered vastly valuable to television and other users. The exclusion of the library footage from a sale obviously could affect the price substantially.

However, trade sources believe that it would be advantageous to Warners to dispose of the entire newsreel property by the August 31 deadline in order to take advantage of the newsreel's appreciable tax loss credit. The Warner fiscal year ends on that date and, if the newsreel property is not disposed of by then, observers believe Warners would not be in a position thereafter to take advantage of the newsreel's substantial losses for tax purposes.

Last Issue Aug. 23

The final issue of the historic newsreel will be released Aug. 23.

With the maximum of television competition aggravated by increasing theatre disinterest in newsreel bookings, the Warner newsreel operation's losses were reported in the trade to have been the heaviest of any of the five reels, none of which has operated in the black in recent years. It is said to have been produced at a cost which precluded a profit, even before distribution charges were added.

Other newsreels have been confronted with much the same situation but they now feel that with four, instead of the former five, newsreels in the field after Sept. 1, the available accounts may be sufficient to ease the economic pressure substantially, for the time being, at least, on the remaining four reels.

S. C. Exhibitor Dies

Ira Smith, 62, Beaufort, S. C. theatre owner, died suddenly in his home in that community August 7. The deceased is survived by his widow, the former Ada Beasley; one son and two daughters.

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L. 80, NO. 30

NEW YORK, U. S. A., MONDAY, AUGUST 13, 1956

TEN CENTS

Premiere

Thrillarama Called 'Good' By Executives

Industry Comment on New Wide-Screen Process

By L. VANDEVIER

HOUSTON, Aug. 12—The majority of exhibitors and executives who attended the world premiere of "Thrillarama Adventure" here Thursday agreed the new process was quite good.

Jack Underwood, southwestern division manager of Columbia Pictures, said, "I think it will fill the needs of a great many theatres." Ned Depinet, former head of RKO Pictures, said, "I think it is a fine family picture and audience really seemed to enjoy it." John Windberry, Columbia executive. (Continued on page 7)

Connecticut Grosses Upward Trend

Special to THE DAILY

HARTFORD, Aug. 12—Connecticut grosses are reflecting an encouraging note, a drastic change in mood prevailing situation of a few months ago. There are extended engagements in quantity again in the city—always a bright factor in the showman's city.

Oldovers in key cities at present are Paramount's "The Proud and Beautiful," Columbia's "The Eddy Duchan Story," and 20th-Fox's "The Girl and I," now in its third week at the city's Poli, Hartford.

Light Rural Theatres Reopen in Midwest

Special to THE DAILY

MINNEAPOLIS, Aug. 12—A total of eight rural theatres reopened in the upper midwest this past week. However, one other theatre has closed and the others have warned patrons and businessmen that unless business improves, they will be forced to shut down.

Among the theatres reopening were (Continued on page 7)

Confirm West Coast Survey

Find Minneapolis 'Free' Newspaper Space Bigger for TV Than Theatres

Special to THE DAILY

MINNEAPOLIS, Aug. 12—Exhibitors in this area receive less than one inch of "free" promotional material for every four inches of paid advertising on the amusement pages of the Minneapolis Star in direct contrast to radio and tv which get three inches "free" for every inch of paid advertising.

See Labor Day Date For Credit Survey

A Labor Day target date has been tentatively set by the Motion Picture Association of America for opening a survey in the Indianapolis-Marion County area to test public reaction to a theatre admissions credit card system, it was learned at the weekend.

A spokesman said a research organization would be engaged later this month to undertake the study "around Labor Day." If the survey results indicate public approval of the MPAA-proposed system, it would be inaugurated after Thanksgiving Day, he added.

The film executive said "there was (Continued on page 7)

Herbert Kaufman Enters Production-Distribution

From THE DAILY Bureau

HOLLYWOOD, Aug. 12—Herbert Kaufman, long a distribution executive, on Friday announced the formation of Associated Producers, Inc., as a production-distribution company.

Kaufman, formerly with Paramount (Continued on page 2)

O'Shea Cites Records On 'Oklahoma!' Run

Rodgers & Hammerstein's production of "Oklahoma!" continues to roll up high grosses and extended playing times, according to Edward K. O'Shea, vice-president of Magna Theatre Corp., which is distributing the film in the Todd-AO process.

Some figures: The 41st week's (Continued on page 7)

10th Award

R. J. O'Donnell Is 'Pioneer Of the Year'

MPP To Present Award At Dinner on Nov. 30

Robert J. O'Donnell, vice-president and general manager of the Interstate Circuit, has been named "Pioneer of the Year," according to an announcement here by Jack Cohn, president of the Motion Picture Pioneers, following a meeting of the board of directors of the organization.



R. J. O'Donnell

The tenth annual award to a leading industry veteran will be presented Nov. 30 at the annual dinner of the organization at the Waldorf-Astoria Hotel.

In making the announcement, the board of directors of the Pioneers said O'Donnell had been selected in "recognition of his long record of humanitarianism and his public relations efforts on behalf of the entire industry." In this respect, the board pointed to O'Donnell's "untiring work on behalf of Variety Clubs Inter- (Continued on page 2)

Slate Meet on Majors Aiding TOA Convention

Representatives of the major film companies will meet with several board members of the Theatre Owners of America at a noon luncheon tomorrow to discuss participation in TOA's annual convention, opening Sept. 19 at the New York Coliseum. Both Samuel Rosen and Walter Reade Jr. will discuss convention plans and receive recommendations from the film companies regarding possible changes in the program.

Meanwhile, TOA disclosed plans (Continued on page 2)

Televisión Today

IN THIS ISSUE

PAGE 10

▶ Edward M. Gray, western vice-president of National Telefilm Associates, discusses his clearance plan for television syndication of feature films.

▶ Spotlighting the news in Television Today.

▶ Passing in Review—The week's highlights in shows, plus comment on some current commercials.

PERSONAL MENTION

DINO DeLAURENTIIS will arrive in New York tomorrow from Italy.

ADOLPH SCHIMMEL, Universal Pictures vice-president and general counsel, is scheduled to return here today from a vacation in Maine.

LEON J. BAMBERGER, head of RKO Radio short subjects sales, has returned to New York from a three-week vacation cruise on the Great Lakes.

EDWARD L. KINGSLEY, head of Kingsley International Pictures, left by plane with Mrs. KINGSLEY over the weekend for London, en route to the Venice Film Festival.

HAROLD HECHT, **DELBERT MANN** and **PADDY CHAYEFSEY**, producer, director and writer, respectively, will arrive here from Hollywood on Thursday.

MEL BALLERINO, of the M-G-M Hollywood casting department, returned to New York from London on Saturday via B.O.A.C.

DON GETZ, president of Theatrical & Video Corp., will leave New York today for Paris.

RALPH MARTIN, of "Seventeen," has returned to New York from the White Mountains.

KING VIDOR will return to Hollywood today from New York.

Film Production Figures In Canada Compared

OTTAWA, Ont., Aug. 12 — Figures on film production, by private companies and Government agencies in Canada in 1955 as compared to 1954 have been released. They show one theatrical feature for 1955 to two for 1954; 47 theatrical shorts to 50; 352 non-theatrical films to 363; 338 television films to 335; 1,334 television commercials to 691; 1,546 theatre trailers, news clips and advertising films to 1,551; 280 newsreels for theatres to 347; 385 newsreels for tv to 903; 227 silent slide films to 263, and 66 sound slide films to 53.

The gross production revenue of 46 private film companies last year totalled \$2,456,038 as compared to \$2,106,131 earned by 45 companies the previous year.

O'Donnell 'Pioneer of Year' U. K. Visits Cites Ticket Tax Plight

(Continued from page 1)

national, of which he is international ringmaster, and the Will Rogers Hospital, which he serves as chairman of the board." His public relations efforts, the Pioneers' board stated, are "exemplified by his recent activity in Washington in connection with the motion picture admission tax."

O'Donnell entered the industry in his native Chicago as a theatre usher. Moving to New York he served in a number of capacities before going to Fort Worth in 1924 to become manager of the Interstate Circuit's Majestic Theatre. He then was named

successively a district supervisor and general manager and elected a vice president of Interstate. In World War II, he served as national chairman of the Copper Salvage Drive, southwest chairman of the War Activities Committee and general chairman of the industry's Fifth War Bond Drive.

Previous winners of the "Pioneer" award include Cecil B. DeMille, Adolph Zukor, Harry, Jack and Albert Warner (jointly), Spyros Skouras, Barney Balaban, Gus Eysell, Nate Blumberg, Si Fabian and Herman Robbins.

Meet on TOA

(Continued from page 1)

for "a working convention" that will have each of the 1,000 delegates directly participating in the discussions, committee business and findings to be presented to the convention at large. Committee assignments are to be disclosed this week and will include the naming of delegates for groups on film practice and problems, small theatre problems, advertising and publicity, specialized foreign films and real estate taxes and insurance.

Kaufman Company

(Continued from page 1)

and Selznick, said, "We plan eight to 12 pictures, possibly more, in our first year. Features to be made and distributed by us will be topical for the most part. All will be calculated as exploitable business getters for the exhibitor in dire need of more product. We are shooting for popular appeal and ticket sales."

Kaufman said the location of distribution quarters will be announced shortly.

Cinema Editors Awards Set for Next Month

HOLLYWOOD, Aug. 12—American Cinema Editors will hold the Achievement Awards presentation next month, presenting the first award for "distinctive achievement in film editing and for outstanding contribution to the film industry over a period of years."

Milton Luban Dies

HOLLYWOOD, Aug. 12—Milton Luban, 47, partner in Luban & Pam, independent public relations firm, died unexpectedly on Friday, at his home in Van Nuys. Prior to entering public relations, he had been active in the industry as scriptwriter, trade journalist and film critic. The widow and two children survive.

Alabama Opens First State-Wide TV Network

BIRMINGHAM, Ala., Aug. 12—The nation's first state-wide and state-supported educational television network, with headquarters here, is now programming to 90 per cent of the State of Alabama.

The network was inaugurated recently by Governor James E. Folsom as a third station (WAIQ, Channel 2) went on the air from Andalusia, marking completion of the system.

The network is currently programming 45 hours per week, going on the air at noon each weekday and broadcasting until nine in the evening. About 30 hours a week is devoted to live programs.

Set Ladies Program For TESMA Meeting

The Ladies Entertainment Committee for the Theatre Equipment and Supply Manufacturers Association's convention and trade show at the New York Coliseum September 20-24, has announced comprehensive plans. The TESMA meeting is in conjunction with the TOA convention. The committee includes Mrs. Oscar F. Neu, chairman; Mrs. M. H. Stevens, Mrs. D. H. Hyndman, Mrs. T. E. LaVezzi, Mrs. L. E. Jones, Mrs. J. F. O'Brien and Mrs. E. Wagner.

The entertainment program includes a luncheon and fashion show at Delmonico's and an industry cocktail party at the Hotel Statler in which TESMA-TEDA-TOA and PGA ladies and gentlemen will participate; an entertainment and cocktail party sponsored by Pepsi Cola at the Hotel Statler; National Carbon Company's annual cocktail party, and Coca Cola's final banquet at the Waldorf-Astoria.

Theatre tickets for all Broadway motion pictures and to the most prominent tv shows also will be featured, as will a tour of the United Nations headquarters, a boat trip around Manhattan Island and a sight-seeing tour of New York.

Little relief from the 43 per cent government tax on theatre admission tickets in Great Britain is in sight for exhibitors there, according to Marjorie Watts, owner and president of the Watts Theatre Circuit in England, who is here for an 11-day visit to attend a convention. Miss Watts asserted the tax situation has caused the closing of many small houses and that some may close later this year if the 43 per cent figure is lowered.

Miss Watts commented "We have contemplated closing one of our theatres in North Hampshire a year ago but a spurt at the box office earlier this year changed our minds for us. Overall, business in 1956 is much better than it was last year but we're making our profits entirely on concessions."

70% of Films American

"There are many problems haunting the small exhibitor and our circuit in general," she said. "We book six pictures weekly and interchange them among the three houses two-day runs. Films shown are divided between 30% British and American. We have no competition in the three houses, yet we fail to set any gross records. Then too, shows have to be limited—not beyond 2 hours and 30 minutes worth showing because the patrons, most of whom are factory workers, will walk out and not wait to the remainder of the program. We have to cater to them."



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"the Continentals"—
two flights daily!

UNITED AIR LINES

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, 444 N. Hollywood Blvd., Hollywood, Calif.; New York Bureau, 100 N. W. 2nd St., New York, N. Y.; London Bureau, 4, Bear St., Leicester Square, W.C. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone Circle 7-30. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year; a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign; single copies, 6¢.

PEOPLE

Luis "Doc" Feldman has been named vice-president in charge of production for Du Art Film Laboratories. He has been associated with Du Art since 1933, the last seven years as its manager.

Jack Sidney, a veteran of 26 years with Loew's Theatres, has resigned to become national advertising and publicity director for the John H. Harris Capades Organization. He will have his headquarters in Hollywood.

Hans Christoph Wohlrab has been named director of engineering of the professional equipment and instrument division of Bell & Howell. He comes to B & H from Karlsruhe, Germany, where he was chief engineer for Siemens & Halske, a producer of electrical supplies, including film and studio equipment. In his new position he will be responsible for technical market evaluation, research and new product development in the professional motion picture field.

Samuel Roberts has been named director of 20th Century-Fox, it was announced by Charles Einfeld, vice-president in charge of advertising and publicity. Roberts, who joined the film company in 1955 as associate director, replaces Victor Sedlow, who left to form his own art service company.

Ermer F. Lux, chief barker, Tent 7 Variety Club of Buffalo, has been named chairman of this year's annual Brotherhood Citation Banquet, which will be held Nov. 27 in the Hotel Statler.

Florida Paper Cites Theatre Value to Town

The monthly COMPO advertisement in "Editor & Publisher," current issue, quotes an editorial in the "Highland County News" of Ocala, Fla., which is devoted to the life of the theatre man and his importance to the community. The editorial reads in part, "The man who runs your local picture theatre is essentially a retail businessman. Like other merchants, he has weekly payroll to meet, machinery and equipment to maintain and replace; he's a client at the bank, addresses his wares in the local press, relies about the influence of weather on his patronage. . . . Merchants and theatre fans don't have to be ardent to know that the movie theatre also has a lot to do with keeping the business wheels rolling. The theatre also plays a key role in the economic well-being of its community."

Graflex Merges with GPE...



DOCUMENTS MAKING Graflex, Inc., of Rochester, N. Y. part of General Precision Equipment Corp. were signed here Friday by Herman G. Place (right), president and board chairman of GPE, and G. C. Whitaker, president of Graflex. The action was completed through the exchange by Graflex stockholders of more than 98 per cent of the outstanding Graflex shares for a total of 58,749 shares of \$1.60 cumulative convertible preference stock and 58,749 shares of common stock issued by GPE. Graflex is a leading producer of cameras and other equipment in the field of still photography.

Museum Needs Cited for Greater Funds and Space

An increased endowment and additional exhibition space for the Museum Collection are the two pressing needs facing the Museum of Modern Art in its second quarter century, according to William A. M. Burden, Museum president, in a report constituting a final statement on the Museum's 25th anniversary year.

According to Burden, the Museum's unique financial situation rests on the fact that the Museum receives no subsidy from the city or state and its small endowment provides only a little over five per cent of the annual operating expenses, or less than the cost of providing guard service. Two-thirds of the Museum's income comes from thousands of people in the form of admissions, sales of publications and other services rendered. The rest is contributed by trustees, friends and charitable organizations.

The earned income coming from thousands of individuals, according to Burden, indicates strong public support. On the other hand, he points out, heavy dependence on earnings often makes it difficult for the Museum to undertake projects of great intrinsic value which do not promise high attendance or popular appeal.

WB Gets Bergman Film

BURBANK, Calif., Aug. 12—Ingrid Bergman's picture, "Strange Night," will be presented by Warner Bros., it was announced by Jack L. Warner. A Franco-London film in Technicolor, it was directed by Jean Renoir.

Launch 'Jimmy Fund' Drive in Providence

PROVIDENCE, R. I., Aug. 12 — Representatives of some 40 Rhode Island theatres, State and local officials, members of the press, and radio and tv folk, attended a recent organizational luncheon-meeting of the ninth annual "Jimmy Fund" drive, for the research and treatment of cancer among children.

Presiding at the meeting, which was underwritten by a group of Boston exhibitors, was Edward M. Fay, dean of New England showmen and co-chairman of the drive for his ninth consecutive term.

Among the speakers were Congressman John Fogarty of Rhode Island, Pat Rooney, veteran stage actor; Judge James E. Dooley, president of the Narragansett Racing Association; Carl Haffenreffer, treasurer and executive vice-president of the Narragansett Brewery and a "Jimmy Fund" trustee, and Bill Koster, executive director of the Variety Club of New England. A trailer, featuring Deborah Kerr, in which she urged participation and contributions, was "previewed."

Cohan Branch Manager

Jack Cohan was named 20th Century-Fox Minneapolis branch manager, it was announced here by Alex Harrison, general sales manager. Cohan, formerly city salesman of the Kansas City branch replaces Saul Malisow, who has resigned. Cohan begins at his new post immediately.

... NEWS ROUNDUP

To Honor O'Donnell, Coyne

The Independent Theatre Owners Association of New York will honor Robert J. O'Donnell, chairman of the motion picture industry's national Tax Campaign Committee, and Robert W. Coyne, member of the Council of Motion Picture Organizations governing committee, at a special luncheon at the Sheraton-Astor here on Thursday.

Van Gogh Film Bows Sept. 17

The world premiere of M-G-M's "Lust for Life," starring Kirk Douglas as Vincent van Gogh, the Dutch painter, will take place here on Sept. 17 at the Plaza Theatre. This initial performance will be for the benefit of the Metropolitan Museum of Art, all the proceeds for the evening going to the institution's Student Fellowship Program.

'Ship' to Little Carnegie

Nicholas Monsarrat's "The Ship That Died of Shame" will have its American premiere at the Little Carnegie here following the current engagement of "The Moon Is Blue," it has been announced by Frank Kessler, president of Continental Distributing, which is releasing the J. Arthur Rank presentation of the Michael Balcon-Ealing Studios film.

'Joan' Audition Here Sept. 4

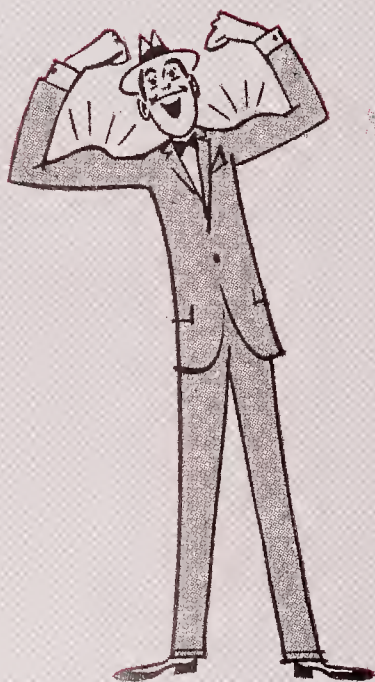
Producer-director Otto Preminger will launch his world-wide search for a young actress to portray the title role in his United Artists film version of George Bernard Shaw's "Saint Joan" with auditions in the Trianon Room of the Ambassador Hotel here on Sept. 4. This will be the first of a series of auditions to be held in 15 cities in the U.S. and Canada. They will be personally conducted by Preminger in leading hotel ballrooms and in one Hollywood studio during the month of September.

Negotiate to Open Todd-AO in Seattle

SEATTLE, Wash., Aug. 12—Hamrick Theatres is negotiating with the Magna Theatre Corp. for installation of the Todd-AO System at Blue Mouse Theatre here. A premiere of "Oklahoma!" early in September is being sought by the circuit.

It is announced that the Blue Mouse will be entirely remodeled, with numerous changes in the entrances and seating, box offices and the lobby. The new screen will be at least 50 feet wide and 25 feet high. The seating capacity will be cut from 800 to 750 on account of the changes.

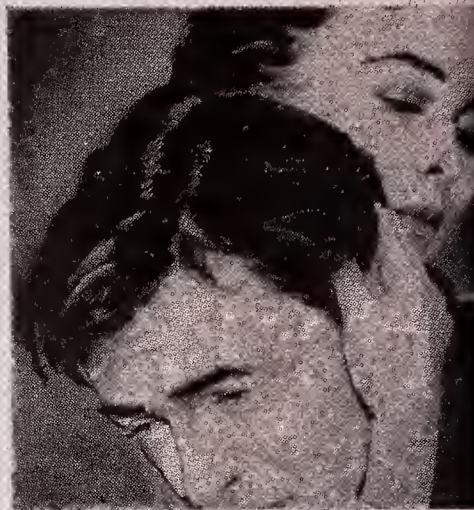
**Depend
on 20th
for the
strongest
product
you ever
played!**



IN THE LONG RUN IT C



20th's MOST DARING



THE ONE AND ONLY M



NOTHING CAN STOP



Pictures like the

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DARRYL F. ZANUCK
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RODGERS & HAMMERSTEIN'S
**The
King
and I**

starring **DEBORAH KERR · YUL BRYNNER**

with RITA MORENO · Produced by CHARLES BRACKETT

Directed by WALTER LANG · Screenplay by ERNEST LEHMAN

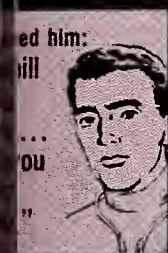
Music by RICHARD RODGERS · Book & Lyrics by OSCAR HAMMERSTEIN II

Choreography by JEROME ROBBINS

**CINEMASCOPE
55**

COLOR by DE LUXE

ON SINCE "THE SNAKE PIT"!



**Bigger
than Life**

starring

JAMES MASON · BARBARA RUSH

co-starring WALTER MATTHAU

Produced by JAMES MASON · Directed by NICHOLAS RAY

Story and Screenplay by CYRIL HUME and RICHARD MAIBAUM

COLOR by DE LUXE

CINEMASCOPE

IN BROADWAY'S BIGGEST HIT!



**BUS
STOP**

starring

MARILYN MONROE

and introducing **DON MURRAY**

Produced by BUDDY ADLER · Directed by JOSHUA LOGAN

Screenplay by GEORGE AXELROD

COLOR by DE LUXE

CINEMASCOPE

WAGON" FROM COMING THROUGH!



**The
Last
Wagon**

starring

Richard Widmark

co-starring **Felicia Farr** · Produced by WILLIAM HAWKS

Directed by DELMER DAVES · Screenplay by JAMES EDWARD GRANT,

DELMER DAVES and GWEN BAGNI GIELGUD

COLOR by DE LUXE

CINEMASCOPE

ive your box-office a lift!

MOTION PICTURE DAILY'S BOOKING CHART

ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS
(Aug. Releases)	(Aug. Releases)	(Sept. Releases)	(Aug. Releases)	(Aug. Releases)	(Aug. Releases)	(Aug. Releases)	(Aug. Releases)	(Aug. Releases)	(Aug. Release)
ND PLACE TO HIDE (Color) David Brian -Marsha Hunt Celia Flor CS 72 min. Rel. 8/26/56	AUTUMN LEAVES Joan Crawford Cliff Robertson 108 min. Rev. 4/19/56	LUST FOR LIFE (Color) Kirk Douglas Anthony Quinn CS 122 min. Rel. 8/15/56	PARDNERS (Color) Dean Martin Jerry Lewis VV 85 min. Rev. 6/25/56	THUNDER DVER ARIZONA (Color) Skip Homeier Kristine Miller Naturama 75 min. (Rel. 8/4/56)	BACK FROM ETERNITY Anita Ekberg Robert Ryan Rel. 8/29/56	BIGGER THAN LIFE (Color) James Mason Barbara Rush CS	BEAST OF HDLOW MOUNTAIN (Color) Guy Madison Patricia Medina CS	AWAY ALL BOATS (Color) Jeff Chandler Julie Adams 114 min. Rev. 5/11/56	SEVEN MEN FROM NOW (Color) Randolph Scott Gail Russell 78 min. (Rel. 8/4/56)
CANYDN RIVER (Color) George Montgomery Marsha Henderson CS 80 min. (Rel. 8/5/56)	HE LAUGHED LAST (Color) Frankie Laine Lucy Marlow Technicolor 77 min.	TEA AND SYMPATHY (Color) Deborah Kerr John Kerr CS Rel. 8/28/56	THE PROUD AND PRDFANE William Holden Deborah Kerr Thelma Ritter VV 111 min. (Rev. 5/31/56)	LISBON (Color) Ray Milland Claude Rains Naturama 90 min. (Rel. 8/17/56)	THE FIRST TRAVELING SALESLADY (Color) Ginger Rogers Barry Nelson 92 min Rel. 8/15/56	QUEEN OF BABYLON (Color) Rhonda Fleming Ricardo Montalban 109 min.	HDT CARS John Bromfield Joi Lansing	FRANCIS IN THE HAUNTED HOUSE Mickey Rooney 80 min. Rev. 7/19/56	(Sept. Releases)
THE YOUNG GUNS Russ Tamblyn Gloria Talbott 84 min. (Rel. 8/12/56)	(Sept. Releases)	(Oct. Releases)	(Sept. Releases)	A STRANGE ADVENTURE Joan Evans Ben Cooper 70 min. (Rel. 8/24/56)	(Sept. Releases)	(Sept. Releases)	HUK George Montgomery Mona Freeman 84 min. Rev. 7/26/56	EDGE OF HELL Hugo Haas Francesca De Scaffa 76 min. Rev.	THE BURNING HILLS (Color) Natalie Wood Tab Hunter 94 min. Rev. 7/27/56
(Sept. Releases)	MIAMI EXPOSE Dennis O'Keefe Patricia Medina 73 min. Rev. 7/31/56	THE POWER AND THE PRIZE Robert Taylor Elizabeth Mueller CS Rel. 9/12/56	THE VAGABOND KING (Color) Dreste Kathryn Grayson VV 85 min.	(Sept. Releases)	TENSION AT TABLE RDCK (Color) Richard Egan Dorothy Malone Rel. 9/15/56	THE BEST THINGS IN LIFE ARE FREE (Color) Sheree North Dan Dailey CS	RUN FOR THE SUN (Color) Richard Widmark Jane Greer 99 min. Rev. 7/24/56	I'VE LIVED BEFORE Leigh Snowden Jack Mahoney 82 min.	THE BAO SEED Nancy Kelly Pattie McCormack 127 min. Rev. 7/25/56
STRANGE INTERLUDE Ida Lupino Edmund Purdom Ann Harding 81 min. (Rel. 9/2/56)	SPIN THE OARK WEB Lee Paterson Faith Domergue 76 min.	THE OPPOSITE SEX (Color) June Allyson Ann Sheridan Oloores Gray CS Rel. 9/26/56	SEARCH FOR BRIDEY MURPHY (Re-release) Louis Hayward Teresa Wright VV	DANIEL BOONE TRAIL BLAZER (Trucolor) Bruce Bennett Lon Chaney	BEYOND A REASONABLE DOUBT Dana Andrews Joan Fontaine 92 min. Rel. 9/26/56	THE LAST WAGON (Color) Richard Widmark Felicia Farr CS	RAW EDGE (Color) Rory Calhoun Yvonne de Carlo 76 min. Rev. 7/24/56	A CRY IN THE NIGHT Edward D'Brien Brian Donlevy Natalie Wood 75 min. Rel. 9/15/56	
CHASING DANGER Huntz Hall Stanley Clements 61 min. (Rel. 9/16/56)	STDRM CENTER Bette Davis Kim Hunter 85 min. Rev. 8/1/56	BOOM TOWN (Re-release) Clark Gable Spencer Tracy Hedy Lamarr Rel. 9/19/56 Rev. 8/2/40	THE MAN IS ARMED Dane Clark May Wynn	THE MAN IS ARMED Dane Clark May Wynn	AMBASSADOR'S DAUGHTER (Color) Olivia de Havilland John Forsythe 102 min. Rev. 7/26/56	WALK THE PROUD LAND (Color) Audie Murphy Pat Crowley CS 88 min. Rev. 7/10/56			
CALLING HDMICIOE Bill Elliott Kathleen Case 61 min (Rel. 9/30/56)									

Key: SYSTEM: CS—CinemaScope; VV—VistaVision; SA—SuperScope (anamorphic print). SOUND: Ss—Four track magnetic stereophonic sound; Ss (2)—Separate stereophonic sound print; Ps—Perspecta optical directional sound; Ms—single track magnetic sound; Os—standard optical sound. (Rev.) Motion Picture Daily Review Date.

VIEW:

Thunder Over Arizona

Public — Naturama

"Thunder Over Arizona" does not have the initial Hollywood assignment for Skip Homeier. This lanky, amiable young man, with mannerisms as easily identifiable as your kid brother's has been in pictures before. He is distinguishable, however, in this film is his elevation to leading status—apparently part of the projected Herbert J. Yates talent development program. It pays here in a fine performance.

Essentially a standardized western "Thunder Over Arizona" harks back to the early days of the American West. A stranger — Homeier — comes into Tombstone, unwelcomed, scorned by townspeople, and with the general impression that the stranger makes tracks for the wild west. By one of those developments known as dramatic irony, the big man in Tombstone — George Macready — has the feeling that the stranger is none other than a gun-totin' Shotgun Kelly, scourge of the frontier.

As matters turn out—and as the audience gradually learns—this new arrival is a fast-shootin' gun man, but roughly and unashamedly on the side of the law. He finds that the ready-made mayor of the town has aspirations for bigger stakes locally and economically, wants to wipe out the remaining elements of the Warren gold mine family. The family includes diminutive Kris Miller, and it doesn't take long before Homeier and Miss Miller are driving each other from afar and for.

George Kane doubles as associate producer, with screenplay credited to John Nibley. Naturama and True have caught some brilliant color of picturesque canyon country. Running time, 70 minutes. General Classification. Release date, Aug. 4.

A.M.W.

O'Shea Cites

(Continued from page 1)

at the Rivoli theatre, New York, had a higher box-office gross than any week from the 29th to the 41st. The 28th week's gross at the McEvers Theatre, Chicago, is higher than every week from the 16th week

at the United Artists Theatre, Detroit. The 23rd week is higher than the 14th week; at the Film Centre, Boston, the 22nd week's gross is higher than the 15th week; at the Sheridan Theatre, Miami Beach, the 21st week's gross is higher than the 10th week; at the Coronet, San Francisco, the 20th week is higher than the 10th week.

Lining Up to See 'High Society'...



IT WAS LINES such as this on the opening day of M-G-M's "High Society" at the Radio City Music Hall Thursday that helped the house to achieve the biggest opening day in its history. Box office receipts for the one day were \$27,226. Meanwhile in Hollywood, where it is at the Pantages Theatre, the picture was expected to gross close to \$20,000 over this weekend. It is in the second week there of its world premiere engagement.

Minneapolis

(Continued from page 1)

material including a daily three-inch time schedule. The ratio is 82.9 per cent advertising and 17.1 per cent free space.

In the same period, radio and tv received 659.5 inches of free space, including the daily logs and a program resume as compared to 240.5 inches of advertising composed mostly of small television service ads. The ratio is 26.6 per cent advertising to 74.4 per cent free space, the survey pointed out.

Best 'Break' on Sunday

The theatres fared better on Saturday when the paper carried a picture strip of an upcoming art film on its back picture page. They got their best return on Sunday when an 8-column feature on "Seven Wonders of the World" and a columnist's roundup of first-run films brought a total of 176.5 inches of free space for 224.5 inches of advertising. The tv-radio ratio was reduced Sunday when there were 74 inches of advertising as compared to 141.5 free space.

'Ladykillers' Scores

NEW ORLEANS, Aug. 12—"The Ladykillers," now in its sixth week at the Civic Theatre here, has set a new long-run record at the house, it has been announced by John A. Roberts, manager. The previous record, held by "The Red Shoes," was a five-week run.

In the first two days of its sixth week, the gross of "The Ladykillers" was higher than for the same days of the third week of the run, Roberts added.

NFS Handling Republic In New Haven Depot

National Film Service, Inc.'s New Haven Depot will do backroom work for Republic Pictures, it was announced in New York by James P. Clark, president of NFS. The New Haven branch, one of 33 depots in film centers across the country, also handles Buena Vista, RKO and United Artists. Republic work is now done in 13 other NFS depots.

Eight Rural Houses

(Continued from page 1)

the August Theatre, August, Wisc., under the management of Lee Kallmon of Mellen; Bijou, Barnesville, Minn., under the management of W. L. Lakie, Brocton; King, Ida Grove, Ia., Luther Hutchinson, under lease from Bob Fridley; Oakland, Oakland, Ia., by the newly-organized Oakland Theatre Company, a syndicate of local businessmen; Sibley, Winthrop, Minn., by Louis Kosak of Fairfax, and Finley, N. D. Closed is the New Lake, Rib Lake, Wisc., owned by Mrs. Lillian Bednarik of Mosinee.

Warnings came, via local newspapers, from three other exhibitors. Ralph Green of Minneapolis told South St. Paul residents that business at the Hollywood there has dropped so badly since March that "we are seriously thinking of closing the theatre again." He took over the house from the Welworth circuit last fall.

In Blair, Wisc., Frank Lesmeister told the commercial club unless business picks up at his State Theatre this month he will close Sept. 1. And in Anamosa, Ia., the "Journal" devoted a column and a half to Tim Evans and his Nile Theatre and asked for more frequent patronage of the house.

Thrillarama

(Continued from page 1)

change manager in Houston, said, "Just great." Bob Mochrie of RKO thought it "a good little picture if it is not compared with Cinerama."

Among the exhibitors, John Brown, State Theatre, said, "I think it's great and should do a lot of business." Joe Jackson, Interstate Circuit, Dallas, thought it "realistic and exciting." John Balaban, head of Balaban and Katz, said, "It's a good novelty as novelties go."

Robert J. O'Donnell, vice-president of Interstate, who acted as master of ceremonies at the premiere, introduced various celebrities and paid tribute to a former associate, Albert Reynolds, head of Thrillarama Productions, for the development and presentation of the feature.

He also commented that "If we could have placed our screen in a more favorable angle instead of curving it, the presentation to the audience from every angle of the theatre would have been a great deal better."

"Thrillarama Adventure" was shown at the Metropolitan theatre. The new wide-screen process utilizes two cameras and projectors and has an aspect ratio of 3½ to 1.

See Labor Day Date

(Continued from page 1)

a great deal of confusion on the part of research organizations who were invited to submit reports as to how the survey would be carried out. As a result, we had to meet all over again and clearly indicate what reaction we were seeking and from what sources. Now that the matter is clarified, we believe the organization will be named late this month."



SUPERSCOPE STANDARDIZES THE WIDE SCREEN

ONLY SUPERSCOPE PROVIDES ANAMORPHIC RELEASE PRINTS FROM STANDARD "FLAT" NEGATIVES

PRINTS BY TECHNICOLOR OR IN BLACK AND WHITE



And Now The

Importance of Trailers

MOTION PICTURE HERALD

THERE are times when the value of the most basic tool the exhibitor has with which to advertise, namely trailers, is overlooked. It is understandable that all methods of theatres must be explored. However, instances are reported where theatres do not show trailers of forthcoming attractions either as an economy move or as a means of shortening a long program. It would be difficult to think of a more false economy measure or a worse way to shorten a show. The audience in a theatre is composed of persons ready, willing and able to attend another program. The trailer is a concrete way of bringing the next programs forcefully to the attention of this "captive audience." All other forms of advertising must compete for the viewer's attention.

Every survey made has brought out the basic influence of trailers in creating attendance. Recently Sindlinger & Co. completed a detailed study of clients in and around Oklahoma City. The period covered 84 weeks ending June 9, 1956. It was found that the trailer was the primary influence in bringing \$342 of every \$1,000 of admissions at the first runs and an even greater proportion for the subsequent-run theatres. Also noteworthy is that over 28 per cent of those influenced to attend are in the so-called "infrequent movie-goers" class. The survey also found that nearly 85 per cent of patrons who returned for the next program can recall material they saw in the trailer. This indicates the strong impact made by trailers on patrons.

BOXOFFICE

There is no better way of telling patrons—and showing them—what the theatre has to offer than via its own screen. And the medium for the coming attraction trailer. Long lessly underestimated, Sindlinger & Co. has provided conclusive proof of the high potency of the-atre trailers in the results of a survey made in that area. City and surrounding county for theatres in that area.

We doubt if any other medium can prove that more than one-third of its viewers or readers are influenced thereby to "buy". But that's the case in the instance of theatre trailers. Out of 1,000 people who attended a first-run Oklahoma City theatre during one week, 342 were influenced by the trailer to buy tickets for the theatre's program the following week. A high percentage of infrequent patrons—nearly 29 per cent—named the trailer as the "motivating" factor. The impact of the trailer was given further emphasis by the revelation that 85 per cent of the returned patrons could tell about something they saw in the previous week's trailer. Theatre men—and the industry at large—should never underestimate the power of their own medium; and they should make greater use of it, for selling the institution of the theatre as well as its product.

THE UNSUNG SHOWMANSHIP HEROES

HARRISON'S REPORTS

An interesting report in regard to the value of theatre trailers has been issued by Sindlinger and Co., the research analysis organization, which made a comprehensive survey for a group of theatre clients in Oklahoma City and County, covering a period of 84 weeks ending June 9, 1956.

- The following pertinent information is disclosed in the report:
1. During the 84-week period, the theatre trailer has been the primary influence behind \$342 of every \$1,000 expended for admissions at first-run theatres in Oklahoma City.
 2. A follow-up report yet to be issued will demonstrate that the theatre trailer in all other Oklahoma City and County theatres, excluding first-runs, runs about 12 per cent higher as an influencing factor than it does among first-run audiences.
 3. Of the total patronage influenced primarily by the theatre trailer, 28.6 per cent are infrequent movie-goers.
 4. Of the 47 per cent that return to the same first-run theatre in Oklahoma City for the next program, 84.7 per cent can "play back" something they remember from the coming attraction they saw during their prior visit, while 72.8 per cent say that the trailer was an influence in "wanting to see the picture."

These findings are indeed impressive and they point to the fact that a coming attraction trailer, which can be shown by the average theatre for less than the price of one admission ticket daily, ranks as the most valuable advertising medium available to the exhibitor because it returns the greatest volume of ticket sales for each dollar expended.

As most exhibitors have found out from experience, the trailer is an indispensable arm of theatre advertising, a sort of magnet that draws the public because of its promise of entertainment. It is a fundamental part of successful theatre management and should be exhibited with continuity and regularity.

MOTION PICTURE EXHIBITOR

RECENTLY WE DISAGREED with of the Sindlinger Reports. We pleased to concur with their on the value of theatre tra

Basic Showmanship Weapon

THE Independent FILM JOURNAL

A comprehensive statistical analysis by Sindlinger & Co. in behalf of a group of theatre clients in Oklahoma City, covering a period of 84 weeks ending June 9, 1956, reveals that the theatre trailer is the primary influence behind \$342 out of every \$1,000 expended for admissions at first-run theatres in Oklahoma City. A follow-up report yet to be issued, Sindlinger states, will prove that trailers are even more potent as an influencing factor among subsequent run audiences.

These are truly impressive figures and should be carefully weighed by all exhibitors in relation to their total advertising budgets. From these facts, it is rather obvious that trailers lead all other advertising media in returning the greatest volume of ticket sales per dollar expenditure.

For too long a period of time, the trailer has been taken for granted just as we accept the other most basic, and precious, aspects of our business and family life. The last authoritative statistics on the subject were contained in a 1947 survey of the Woman's Home Companion, which revealed that of the factors influencing attendance, trailers drew 31 percent of the patrons. It is right that exhibitors be reminded from time to time of the value of the showmanship tools at their command—and, make no mistake about it, the trailer is still the basic weapon in the showmanship arsenal.

Editors Say:

THAT LI'L OLE TRAILER

VARIETY

That Sindlinger (research system) finding in Oklahoma City and County, as reported in trailer, is one of the few time-honored showmanship techniques that seemingly holds up.

There are manifestations of variations on the theme, as for example the excellent trailerizing done on Ed Sullivan's CBS-TV in behalf of "High Society" (Metro-Crosby-Sinatra-Grace Kelly). But within its native habitat, the "coming next week" whether of the film appetite is still an effective come-on, be it in the nabe or deluxer theatre.

The impact would appear to have appreciated, comparing the Woman's Home Companion survey in 1947, where 31-out-of-100 were influenced returnees to the boxoffice by "coming next week" trailers, as against Sindlinger's 34.2%. Now let's make sure that they keep coming back to quality product of the want-to-see calibre.

VALUE OF A TRAILER

Experienced exhibitor knows nothing has greater effect on audience than the advance trailer shown in theatres. It, more than anything else, keeps them coming back.

Old Reliable

SHOWMEN'S TRADE REVIEW

For years and years on end, theatremen have rated the advance trailer their most reliable promotion piece. Indeed, the trailer has been the upcoming show in the book of experienced exhibitors. But the strange thing is that in recent times there has been little evidence of that showmanship for the novelty presentation of the trailer which formerly was used with no little frequency.

Recently, a survey by the Sindlinger company indicated that the trailer's impact for bringing people back for the next attraction accounts for more than one-third of the paid customers. Surely that kind of selling performance merits far better that what is often encountered at theatres where trailers for two or even more double-bill shows are spliced up for one uninterrupted "pitch".

The industry periodically gets excited about "dissemination" of product (and there's plenty of that in some of the double-billing we've seen). But now, in view of this recent survey of the trailer's effectiveness for selling tickets, it seems time for theatremen to make the most of a very good thing by using imagination and a sense of timing in presentation of their "previews" of upcoming attractions.

Trailers Exploitation

By CHAS. A. ALICOATE

THE Film DAILY

NOT TOO LONG AGO research-analyst Al Sindlinger reported, with facts and figures, that movie attendance was definitely on the rise, which was good news. Sindlinger, now reports that among residents of Oklahoma County who returned to the same theatre for the "next change," 84.7 per cent of them "play back" something they remembered from the coming attraction trailer viewed during their prior visit; and that 72.5 per cent say that the trailer was an influence in their wanting to see this picture.

In other words, during the 84 weeks over 1,000 people who reside in Oklahoma County and attended a first-run Oklahoma City theatre, 34.2 per cent was motivated by the theatre trailer, or — stated another way — during the 84 weeks, Sindlinger & Co.'s interviewing in Oklahoma County, Oklahoma, shows that for every \$1,000 in gross at the first-run theatres, \$348.00 came from expenditures which were motivated by the coming attraction trailer.

Which brings us to the point that we have always had the tools and know-how for a successful operation, but it seems that while production is definitely on the upturn, the good old ideas of merchandising and exploitation seem to be on a holiday. Where are the campaigns of yesteryear designed to interest first the exhibitor and then the patron of the picture? We are not unmindful of the fact that it's pretty hard to "get hot" when conditions generally are none too bright, but exploitation is such an integral part of this industry that we dislike seeing it dozing when it should be up and doing its stuff.

The Value of Trailers

Film BULLETIN

A recent report by Sindlinger covering 84 weeks of attendance at first-run theatres in Oklahoma County, Okla., points up the importance of trailers as a selling medium. The research-ers found, for instance, that 342 out of every 1000 people attending the theatres surveyed were motivated primarily by the trailer to return for the next attraction.

Another significant factor in the report was that of all those who returned to the theatre for the next program, regardless of motivation, almost 85 per cent could "play back" something they remembered from the trailer they had seen on the previous visit.

These figures add verification—if any were needed—that it is impossible to place too much emphasis on the value of trailers to sell pictures. But is this powerful selling medium being utilized to its greatest potential? We believe not. Trailers should be used to exploit not only movies, but movie-going as well. The audio-visual factors give it incomparable potency in hooking its captive audience. Its strong impact and retentive qualities were evidenced by the "play back" experiment. Yet our industry does little to capitalize this indisputably high-powered medium to sell the theatre as an entertainment institution.

We urge National Screen Service, or COMPO, or the film studios to undertake production of a series of institutional trailers. Perhaps Walt Disney's creative cartoonists would lend themselves to such a constructive public relations task. We suggest not merely slogans, but packing the kind of entertainment punch that goes onto the picture-selling trailer. Let's institutionalize theatre-going via this effective instrument of exploitation.

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

The Upcoming Schedule

► The summer season is drawing to a close in a spate of political spectacles, advertised as being completely spontaneous and unrehearsed. Refuge from all the oratory can be taken in contemplation of the schedule for the upcoming season. Announced during the week:

ABC-TV: Navy Log, currently a CBS-TV film presentation, moves here Wednesday, October 17, in the 8:30-9 EDT time spot. American Tobacco Company will sponsor. Medical Horizons, touted by the network as the "only-on-the-scene documentary of medical progress," returns Sunday, September 9, in the 4:30-5 P.M., EDT, time spot. The revamped Warner Brothers Presents returns Tuesday, September 18, 7:30-8:30 P.M., EDT, minus the Warner Brothers tag. The show will be called simply by the names of its alternating segments, Conflict and Cheyenne.

CBS-TV: Hey, Jeannie!, the situation comedy (half-hour film series) starring Jeannie Carson, makes its debut Saturday, September 8, in the 9:30-10 P.M., EDT, time spot. Allen Jenkins is co-star and Procter and Gamble is sponsor. WCBS-TV, the network's flagship station, is bringing another "prestige" show from KNXT, Los Angeles. It is Renaissance on TV, a series of lectures to be hosted by

Dr. Frank Baxter of Shakespeare fame, to be seen Sunday afternoons in the New York area. Also, scheduled as one of the highlights of the Steel Hour's new season will be a musical adaptation of "Tom Sawyer," to be seen November 21.

NBC-TV: The long-rumored Walter Winchell Show finally has been confirmed, but in a half-hour variety format, instead of the more accustomed (for variety) full-hour format. It will have its premiere Friday, October 5, at 8:30 P.M. Incidentally, Loretta Young is proving a more durable TV commodity than many stronger personalities. Her Loretta Young Show starts its fourth consecutive season on the network Sunday, August 26.

Up and Down

► The Columbia Broadcasting System's six-month earnings statement is both up and down. Its consolidated net revenues for the period ended last June 30 reached a new first half-year high of \$174,274,387, or 16 per cent more than the \$149,995,695 reported for the comparable 1955 period. Net income, however, for the 1956 period declined to \$5,308,990, or 71 cents a share, from \$6,327,672, or 87 cents a share, for the 1955 period. The explanation: the 1956 figures "reflect the decision announced July 11 to discontinue the manufacture and sale of radio and television receivers. . . . The results are after deducting the operating losses of the CBS-Columbia division during the respective periods."

Friese-Greene Debate

► NBC-TV's Kraft Theatre Wednesday night is giving itself over to a less-than-60-minute version of the 1951 British film, "The Magic Box," a star-studded theatrical venture that originally ran 93 minutes when released here in 1952. Produced for the Festival of Britain, the film purported to tell the true story of William Friese-Greene, represented by a large, vocal segment of the British film industry as having invented the first motion picture camera. The Friese-Greene proponents, even long before the film was planned, had been carrying on a lively debate with U.S. historians, led by the late Terry Ramsaye and with

the Motion Picture Herald as their forum, on the validity of the Friese-Greene theory. Among the nasty charges and counter-charges made by both sides, was the one of xenophobia. The Americans, of course, placed their money on Thomas Edison. Therefore, it is interesting to note that subsequent to the theatrical release of "The Magic Box," largely ignored by the public in both Britain and the United States, the British historians quietly abandoned the Friese-Greene position to the American point of view. Kraft now describes the film simply as the story of a dedicated photographer and of the two women who loved him. Mr. Ramsaye would be amused.

Ape Man's Progress

► Tarzan, possibly the most durable literary property of the last half-century, finally is swinging towards the television tube. Scoring something of a coup, the newly renamed NBC subsidiary, California National Productions, announced in the week that it has concluded an agreement with Sol

Lesser, producer of many Tarzan theatrical features, whereby CNP acquires not only the Tarzan TV rights but also joint control, with Mr. Lesser, of distribution of Tarzan features to TV and to theatre. In addition, California National will handle Tarzan merchandizing with the exception of publication rights. The first series of 39 new Tarzan TV programs, starring Gordon Scott, will be available for national sponsorship in January 1957.

Zenith Net Down

► Zenith Radio Corporation reports estimated net consolidated profits for itself and its subsidiaries for the six month period ended June 30, 1956 amounting to \$2,538,824, or \$5.14 per share. This compares with \$3,126,061, or \$6.35 per share, reported for the same period in 1955 and \$1,288,246, or \$2.62 per share, in 1954. Net profits for the three month period ended June 30, 1956 amounted to \$699,659, or \$1.42 per share as compared \$1,051,101, or \$2.14 per share, in 1955 and \$467,725, or 94 cents per share in 1954. Consolidated sales of \$65,370,900.

(Continued on opposite page)

CLEARANCE PLAN DEVISED FOR SYNDICATED TV FEATURE FILMS

HOLLYWOOD: "Clearance and availability," those familiar terms which form the basis for distribution in the motion picture industry, are destined to become part of the language in syndicated TV feature film sales, according to Edward M. Gray, western vice-president for National Telefilm Associates.

In a precedent-establishing sales plan, Mr. Gray instituted a clearance and availability formula with KTTV's station manager, Richard A. Moore, with a special group of features.

The NTA executive described his plan as a beneficial arrangement for both unaffiliated stations, whose "A" time depends on important first run feature film programming, and network affiliated stations, whose "bookend" time, flanking prescribed network shows, has been experiencing cost problems in acquiring the various outstanding feature films.

Under his sales plan, Mr. Gray is offering first run feature films

to unaffiliated stations on a "two-run" basis to be used within six months, instead of multiple runs (four to 10 runs) over a period of 18 months to two years. "The cost for these films is proportionately less," Mr. Gray said, "but the unaffiliated station can consume more first run product under this arrangement."

The difference in the distributor's gross sales on these features, so to the independent station, is more than made up in "bargain" deals with the network affiliates, Mr. Gray said.

"Network affiliated stations can now avail themselves of important feature films, after a varying clearance period of 30 to 90 days, following their two-run engagement in the competitive station. The top features can now be utilized by the affiliates in "B" and "C" time slots, enabling them to operate profitably on a reduced cost basis," Mr. Gray concluded.

—SAMUEL D. BERN

NARTB Continues the Fight on Toll TV

Despite the recent lack of news on the subject, subscription television is hardly a dead issue. The National Association of Radio and Television Broadcasters has just put into circulation a concise, 20-page booklet, outlining the NARTB stand and summarizing the anti-toll TV position of a number of other influential groups. Harold E. Fellows, NARTB president, notes on the concluding page of the report that "any implication that free television cannot provide a fully acceptable program service for every home in the nation must be measured against the remarkable growth of the medium—in its product and in its acceptance—over the last decade. . . ."

Passing in Review

AS DEPICTED—OR JUST SUGGESTED—BY TV COMMERCIALS is openly intended to influence the chaos of life as it really is lived. *Television Today's* commercial critic, after a long absence, finally came into the office the other day and left the following random memorandum: "Have been watching U.S. Steel Hour for over a year now, and I don't know whether Mary Kay and Johnny are married. Are they? . . . Couple of weeks ago they were plugging a Cyclone Fence 'to keep strangers and stray dogs off your property'. Unhealthy pitch line. Most of us are strangers to one another, and only property I own is a battered Gladstone bag . . . Does Swiss cheese really have a 'nut-like flavor'? That silky voiced Kraft announcer says so. Also, have nothing against Maple Whip, but when they start mixing it with peanut butter and raisins, I grow uneasy in the very area they're trying to tempt"

Who messes up those pots and pans cleaned 'before your eyes' in the Brillo commercials? The inescapable conclusion is that somewhere over at WAC there's a kitchen devoted entirely to pot-fouling. It's a good commercial but would like to see, just once, somebody trying to clean a cream-of-wheat pan, left standing for several days, with a rusty Brillo pad that's seen better days. Here would be drama . . . Frankly, I've never wondered where the yellow went, but find this Pepsodent pitch fascinating in its jaunty and total lack of taste . . . Would you like to see a hobnail seatcovers for your auto? Hobnail, rhinestone and pearl earrings currently are being pushed by Rayco. Haven't seen them but feel they must be rather hard to sit on for long-distance touring . . . A new cigarette commercial is pushing just a little too hard: a formally attired bride and groom emerge from church and immediately light up the product. Wouldn't give you a nickel for their future happiness . . ."

Meanwhile, in the non-commercial week:

STUDIO ONE SUMMER THEATRE: "Something Ventured," CBS-TV, 1 Hour, 10 P.M., EDT, Monday, August 6, 1956. Live, from New York. For Westinghouse.

If by some horrible mischance, paleontologists four thousand years in the future should come upon a pile of yellowing TV scripts, including "Patterns," "Drop of a Hat," "The Last Showdown" and "Career Girl," among others, they're going to be hard put to visualize the current 20th Century scene as anything except one vast city containing plush business offices and penthouse apartments peopled by ruthless tycoons whose speech lines of endeavor seldom are mentioned. The ruthless tycoon, of course, is not only a legitimate protagonist, he also is one of many current phenomena. But, let's face it, he's had it on television. Jay Kanzer's "Something Ventured" added nothing to the increasingly detailed portrait of Mr. Gotrocks-Ruthless-Way, played here ably by Larry Gates and named Mr. Glanzrock in his script, with refreshing Fielding Seldon, George Savage. Joe Gross was seen as the junior executive who turns against the boss, and Bryarly Lee as the boss' misunderstood daughter. Miss Lee added another dimension to the

script, performing, probably unconsciously, in the manner of Julie Harris performing as Joan of Arc. In evening clothes and with highball in hand, she created an often stunning effect. Francis Moriarity directed and Robert Herridge produced.

CAMERA THREE: "Daisy Miller," CBS-TV, 1/2 Hour, 11:30 A.M., EDT, Sunday, August 5, 1956. Live, from New York.

That strange, far-away world of Henry James, inhabited by people who make morals of manners, remains a particularly difficult—if not impossible—subject for dramatic adaptation. Camera Three made a noble try last week with "Daisy Miller," James' arid but poignant novelette about a headstrong Schenectady girl who bucks Continental society and promptly dies of Roman fever, a cause and effect pattern that takes on eerie, un-Jamesian connotation in literal dramatic presentation. In John McGiffert's script, Daisy came across principally as a bold and contrary piece of baggage who talked too much, while the social currents around her were reduced to terms of simple snobbery, not unlike those that have been swirling around Stella Dallas for all of her natural life. Still, any Daisy Miller is better than no Daisy Miller, and since most of Mr. McGiffert's language appeared to be straight out of James, the production did have its stimulating moments. Nancy Malone appeared as Daisy, supported by Peter Donat as Freddie and Nydia Westman as her mother. Lewis

Freedman produced and Charles Hinds directed.

SNEAK PREVIEW: "Carolyn," NBC-TV, 1/2 Hour, 9 P.M., EDT, Tuesday, August 7, 1956. Film. For Procter and Gamble.

There is a sort of sneaky quality to this series that has nothing to do with the fact that it offers the first public display of product which probably will never be seen again. For example, "Carolyn," the pilot for a projected series starring Celeste Holm as a prominent actress and having to do with her adventures with three small wards, was screened the other night with absolutely no important credit listings, specifically, the names of the producer, director and writers who may understandably wish to remain anonymous. Miss Holm and three small child actors worked hard to give some meaning to the business, which could have been made up as they went along. Particularly evident was the lack of any direction and an editing job which might have been done by a blind man. Procter and Gamble would seem to be too big a sponsor to allow such patently slipshod production to go out under its banner.

KRAFT THEATRE: "Anna Santonello," NBC-TV, 1 Hour, 9 P.M., EDT, Wednesday, August 8, 1956. Live, color, from New York. For Kraft Foods.

One of the most worthy and generally unheralded services provided by the ever-dwindling supply of live television drama is the opportunity it affords talented character actors to do their stuff in character vehicles too fragmentary and/or fragile for the other media but which are particularly suited to television's own abilities. "Anna Santonello," written by Bob Crean and starring Eileen Heckart, was such a production, small in scope, perhaps, but very much alive in human understanding. It also allowed Miss Heckart, who has spent most of her professional life supporting others, to star in a rich, varied role that was continuously honest and moving and often very funny. Not long ago, Walter Kerr, drama critic of the New York *Herald Tribune*, pointed out that some of the most interesting and exciting acting being done today is to be seen on just such TV one-shots as this. It's true. Acting with — and reacting to — Miss Heckart's special vitality, were James Gregory, Nehemiah Persoff, Carlo De Angelo and Will Kuluva, all of whom were in fine form. Richard Dunlap directed.

TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.

SPOTLIGHT

(Continued)

for the six month period in 1956 compared with \$71,455,702 for the period in 1955, \$56,681,409 in 1954.

Set Sales Increase

► Retail sales of television sets in June established a record for any June since such data has been made available, the Radio-Electronics-Television Manufacturers Association announced. Sales in June increased over both the April and May level. Retail radio sales in June also were the highest on record for the month since this information has been made available. RETMA figures show 439,362 television sets and 839,830 radios sold through retail outlets for June as compared with 392,080 TV sets and 566,357 radios sold during May. During the first half of 1956, retail sales of television sets amounted to 2,868,250 as compared with 3,202,995 last year.

Request Denied

► The National Association of Radio and Television Broadcasters, in a letter to the Federal Communications Commission, has opposed a request of the Metropolitan Pittsburgh educational television station WQED to the FCC seeking permission to broadcast commercially the Democratic and Republican Conventions this month, and the Presidential election returns in November. The station filed a request for waiver July 20 to allow it to broadcast NBC's coverage of these events. Supporting its requests, WQED said NBC coverage will not be in the Pittsburgh area unless the request is granted and the station considers such broadcasts a "public service having educational value." It also noted that a sponsor would be necessary "because of the expensive and abnormal use of WQED's facilities. . . ." More will be heard on this.

Buffalo TV Station

► Construction of the new \$1,500,000 Television Center for WBUF, the television station of the National Broadcasting Company in Buffalo, is nearing completion, which will be good news to the interested folk in that area. August 14 is the date for WBUF to become the exclusive outlet for NBC-TV network programs in Buffalo. The station, broadcasting on Channel 17 in the ultra-high frequency band, carries a number of NBC programs.

Champagne in Money

► Lawrence Welk's Champagne Hour entered the "top ten" for the first time in the July ARB National by placing in seventh position. The program set a new peak in homes viewed (9,995,000) and number of viewers (27,086,000), according to ABC-TV.



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THE SAME SWEET STORY!**

**2nd WEEK LOS ANGELES
CONTINUES SENSATIONAL!**

IT'S JUST THE BEGINNING! WATCH!

"Happy
Days
Are
Here
Again!"



M-G-M presents in **VISTAVISION**
A SOL C. SIEGEL PRODUCTION

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**BING CROSBY
GRACE KELLY
FRANK SINATRA**

in

High Society

Co-Starring

**CELESTE HOLM
JOHN LUND
LOUIS CALHERN · SIDNEY BLACKMER**

and

**LOUIS ARMSTRONG
AND HIS BAND**

Screen Play by **JOHN PATRICK**

Based on a Play by Philip Barry

Music & Lyrics by **COLE PORTER**

Music Supervised & Adapted by
JOHNNY GREEN and SAUL CHAPLIN

Color by **TECHNICOLOR**

Directed by **CHARLES WALTERS**

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MOTION PICTURE DAILY

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V.C. 80, NO. 31

NEW YORK, U. S. A., TUESDAY, AUGUST 14, 1956

TEN CENTS

For Reports

Roundtable, SSBC Head Allied Agenda

Board of Directors Begins Meeting Today

Special to THE DAILY
LOUISVILLE, Ky., Aug. 13—Its renewed call for an industry roundtable discussion through formal invitations to company presidents and the Senate Small Business report on motion picture trade practices will highlight the agenda of the two-day board of directors meeting of Allied Motion Picture Association which will begin at the Kentucky Hotel here today, according to National Allied president Ray Shor.

Shor, who has been ill during the past few weeks, said he did not know the exact agenda of the board meeting is but understands regional (Continued on page 4)

MPEA to Get Report On Red Film Market

Report on the sale of American films to Iron Curtain countries will be presented at today's meeting of the Motion Picture Export Association's board of directors, it was reported yesterday.

Other topics which the MPEA board will discuss include the admission price situation in Argentina for wide-screen films, labor negotiations in Peru, film imports in Chile and Burma, and the division of licenses for the importation of films from Formosa.

French Films Gaining Headway in Belgium

Special to THE DAILY
PARIS, Aug. 11 (By Air Mail)—French films are again making headway in Belgium after a serious setback, according to latest reports, which place three French motion pictures in the lead. These are "The Silent World," "Si Paris Nous Etait Cote," by Sacha Guitry, and "Coucher de Ces Dames" featuring Fernandel. (Continued on page 5)

For 'Reasonable' Period Only

I. R. B. Authorizes Use of Tickets On Hand After Sept. 1 Tax Change

From THE DAILY Bureau

WASHINGTON, Aug. 13.—The Internal Revenue Bureau has issued a directive which would permit theatre owners to use for a reasonable time after Sept. 1, printed admissions tickets they have on hand containing the amount of tax due on the ticket—provided the total admission price paid by the customer is not more than 90 cents.

July 28 Week Attendance Seen Heaviest Since '46

From THE DAILY Bureau

HOLLYWOOD, Aug. 13—During the week ended July 28 the combined attendance at the nation's film theatres and drive-ins reached 82,399,000, according to a survey by Sindlinger and Co., analysts, who pointed out that the figure represents the heaviest attendance week since 1946.

Two Sales Territories Are Merged By Rank

From THE DAILY Bureau

LONDON, Aug. 11 (By Air Mail)—J. Arthur Rank Film Distributors has announced a change in the operation of the company. It has been decided in the interests of efficiency, to merge the existing Liverpool and Manchester selling territories into a single unit.

Progress of the new set-up will be closely watched, in particular by American distributors operating here. It has long been felt in a number of quarters that the distribution pattern (Continued on page 5)

REVIEW:

BUS STOP

20th-Fox—CinemaScope

HOLLYWOOD, AUG. 13
EXHIBITORS WHO'VE been wondering when and even whether, another "Seven Year Itch" would be coming along to brighten their box office lives can stop wondering now—it's here. It's Marilyn Monroe again, this time in "Bus Stop," and Marilyn Monroe in "Bus Stop" is the surest thing in show business, possibly even surer than "Seven Year Itch" was, being wider in setting and subject, although that's a technicality of no immediate moment. The matter of immediate moment is the fortunate availability to showmen, at a time when schools are on the point of calling the kiddies back to classes and tv's readying an (Continued on page 5)

3-Year Pact

New Italian Pact Provides 225 Licenses

Authorizes \$3 Millions In Remittances Annually

By DR. ARGEIO SANTUCCI

ROME, Aug. 13—The Motion Picture Export Association and ANICA, the Italian government's film agency, have signed a new three-year agreement, effective Aug. 31, 1956, which provides for 225 import licenses annually and which boosts the profits of MPEA member companies in the Italian market by 25 per cent.

The new pact, the formal signing of which was announced today, calls for an American industry grant of approximately \$5,000,000 to the Italian industry. This is the amount of frozen compulsory deposits of \$4,000 for each dubbed feature shown in Italy (Continued on page 4)

New Films' Shortage Called Italian 'Crisis'

Special to THE DAILY

ROME, Aug. 13 — The Italian motion picture industry will face a real and decisive crisis in the foreign market in the future due to the present shortage of new Italian pictures according to Emanuele Cassuto, general manager of UNITALIA, the governmental organization for the promotion of Italian product abroad.

Cassuto said "the consequences of this shortage, which are already sharp (Continued on page 4)

Huge Billboard Drive Heralds 'War and Peace'

A vast outdoor and transit advertising campaign adding up to the total of some 4,218 billboards and posters this month is heralding Paramount's "War and Peace" throughout the New York Metropolitan Area. The ads spotlight the opening of the Ponti-DeLaurentis production at the Capitol Theatre here Aug. 21.

On the West Coast a corresponding campaign has been established in (Continued on page 4)

PERSONAL MENTION

GENE SHEFRIN, vice-president of David O. Alber Associates, has returned to New York from the Coast.

DAVE CANTOR, RKO Radio exploitation manager, left here yesterday for San Francisco.

ALFRED H. TAMARIN, United Artists assistant national director of advertising, has returned to New York following a vacation in Michigan.

HAROLD RAND, trade press contact for 20th Century-Fox, has returned to New York from Lake George.

BERNARD G. KRANZE, vice-president of Stanley Warner-Cinerama, and **HARRY GOLDBERG**, director of advertising-publicity, have left New York for Detroit.

SY COHEN, Warner Brothers press-book editor, has returned to New York from a vacation at Lake George.

TERRY TURNER, of RKO Teleradio, will leave New York this week for the Coast.

LOU COHEN, of Loew's Poli Theatre, Hartford, has returned there with Mrs. COHEN from Jacksonville, Fla.

GLORIA JANE STROOCK, daughter of **JAMES E. BROOKS**, president of Brooks Costume Co., was married at the St. Regis Hotel here on Sunday to **LEONARD B. STERN**, writer.

800,000 Seek Role

More than 800,000 candidates in the U. S. and Canada have filed application blanks during the first week of Otto Preminger's contest to find a young actress for the title role of "Saint Joan," which he will produce and direct for United Artists. Aug. 23 is the deadline in the U. S. and Canada for entering the global talent hunt.

C. B. Wolfe Services

BALTIMORE, Aug. 13 — Funeral services were held here Sunday for **Chauncey B. Wolfe** who died Thursday at Miami Beach, Fla. He was treasurer of the Uptown Amusement Corp., the Associated Theatre Corp., and the Suburban Amusement and Development Corp. Survivors include his widow and four sons.

Detroit Theatre Owners and Distributors Pay Tribute to 'Real Movie Fan' in Ad

Special to THE DAILY

DETROIT, Aug. 13—Helen Bower, Detroit Free Press film critic, was honored by the local theatre and distribution community with a personal tribute filling a half-page of paid space in Saturday's Free Press.

Headed "A Tribute to a Real Movie Fan" and published on the occasion of the 125th anniversary of the Free Press, the tribute is signed by the Adams Theatre, Cinerama, Community Theatres, Fox Theatre, Sol Krim-Krim Theatre, Studio and World Theatres, United Artists Theatre, United Detroit Theatres, Wisper and Wetsman Theatres, Columbia Pictures, Metro-Goldwyn-Mayer, Paramount Pictures, Twentieth Century-Fox Film Corp., Universal-International, and Warner Bros.

The copy reads in part: "Helen never loses her enthusiasm for seeing a good motion picture. She sees a great many of them and she has that requisite that makes a good critic . . . she always views them with a fresh enthusiasm. And above all is fair."

"During her 10 years as critic Helen has met many stars from Hollywood as well as directors, producers and other film notables. All have felt from the first that they were her personal friends."

ITOA Asks Government Grant Loans to Theatres

A letter has been sent to the members of the Loan Policy Board of the Small Business Administration by **Harry Brandt**, president of the Independent Theatre Owners Association, asking that the SBA amend its rules governing issuance of financial assistance to small businesses to include theatres.

The ITOA letter makes reference to that portion of the report on motion picture industry trade practices of the Senate Small Business Committee "calling upon the SBA to consider the advisability of so revising its rules." The letter was sent to **Wendell Barnes**, SBA administrator; **George Humphrey**, secretary of the treasury; and **Sinclair Weeks**, secretary of commerce.

Form Firm to Produce, Market Film Commercials

CHICAGO, Aug. 13 — The formation of Commercial Syndicated Films, Inc., jointly owned and operated by National Screen Service Corp., New York, and Lewis & Martin Films, Inc., Chicago, was announced here. The new firm plans to utilize the resources offered by both factions, to produce and market film commercials on a syndicated basis.

All will be produced in color and in black and white, utilizing full animation. Officers of the new company will be the chief executives of the two participating companies.

Mrs. Hagman Dies

SPOKANE, Wash., Aug. 13—Mrs. **Matilda Hagman**, 60, former theatre owner-operator at Leavenworth and Cashmere, Wash., died at her Spokane home following a long illness.

TOA and Distributors Meet at Lunch Today

The need for "participation and support" from distributor organizations for the annual convention of the Theatre Owners of America next month in New York will be discussed today at a luncheon meeting at the Sheraton-Astor Hotel between TOA and sales executives.

Reade, Rosen to Speak

Walter Reade Jr., **Samuel Rosen**, **Joe Alterman** and **Claude Mundo** representing TOA will repeat the need for cooperation outlined last June by **Myron N. Blank**, TOA president. At that time Blank called upon top sales executives and other distributor representatives to support the TOA meeting and to "participate as much as possible."

Universal-TV To Have 120 Commercials Going

Universal Pictures Television, formerly a department of United World Films, will hit a new peak in commercial production during the next few weeks with 120 commercials in production for a dozen leading advertisers, it was announced yesterday by **Norman Gluck**, who is currently at Universal-International Studios in California for conferences with **George Bole**, head of TV production.

During the past month, Universal-TV completed 52 commercials for nine national advertisers. Gluck pointed out that many of the clients for whom Universal has been making television commercials have been customers for many years including **DeSoto**, **Lux**, **Campbell Soups**, **Marlboro**, **Philip Morris** and **Pepsi Cola**.

NEWS ROUNDUP

'Oklahoma!' There Tonight

"Oklahoma!" the Todd-AO production will have its first showing that state tonight at the State Theatre in Oklahoma City with a number of premiere festivities. These include a western "roundup" in front of the theatre before the performance begins at which the best-dressed family "in western style" will win free tickets to the premiere.

Coast Production Down Again

A decrease in production in Hollywood again this week brought the total number of pictures in work down to 37. Only five new pictures were started as compared to 11 others being completed. Started were "Town on Trial," **Marksman** Film (Columbia); "Slander," (Metro-Goldwyn-Mayer); "Affair in Reno," (Republic); "The Tattered Dress," **CinemaScope** (Universal-International); "The Sleeping Prince," **LOP** Production (Warner Bros.).

Take Over Cleveland Theatre

S. P. Gorrel and **Leonard Mishkin** of General Theatres Circuit, Cleveland, have announced the taking over of the 30-year-old, 1800-seat Lyceum Theatre, a sub-run house previously operated by **M. A. Mooney** and **McManus**. They plan complete renovation for a Labor Day opening.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center
BING **GRACE** **FRANK**
CROSBY • KELLY • SINATRA
in "HIGH SOCIETY"
in VistaVision and Color
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

MOVIELAB
TV FILM SERVICE CENTER
AVAILABLE
★ EDITING rooms
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PROJECTION ROOM FACILITIES
MOVIELAB THEATRE SERVICE, INC.
619 W. 54th St. • New York 19 • JUDSON 6-0367

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building; Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOLLYWOOD 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear Street, Leicester Square, W.C. 2; Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year. A section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Fame, Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign; single copies, 10c.

MOTION PICTURE DAILY

Monday, August 13, 1956

Lining Up to See 'High Society'...



IT WAS LINES such as this on the opening day of M-G-M's "High Society" at the Radio City Music Hall Thursday that helped the house to achieve the biggest opening day in its history. Box office receipts for the one day were \$27,226. Meanwhile in Hollywood, where it is at the Pantages Theatre, the picture was expected to gross close to \$20,000 over this weekend. It is in the second week there of its world premiere engagement.

**FIRST
4 DAYS
ALL-TIME
HIGH!**

HAPPY DAYS ARE HERE AGAIN!

Every New Opening **SENSATIONAL!**
Every Continued Engagement a **WOW!**

M-G-M presents in **VISTAVISION** • A SOL C. SIEGEL PRODUCTION

Starring

**BING GRACE FRANK
CROSBY KELLY SINATRA**

in

High Society

Co-Starring **CELESTE HOLM • JOHN LUND**

LOUIS CALHERN • SIDNEY BLACKMER

and **LOUIS ARMSTRONG AND HIS BAND**

Screen Play by **JOHN PATRICK** • Based on a Play by Philip Barry

Music & Lyrics by **COLE PORTER • JOHNNY GREEN and SAUL CHAPLIN**

Color by **TECHNICOLOR** • Directed by **CHARLES WALTERS**



"Give
them
all a
great
big
hand."

Myers Holds Trade Confab Wholly Legal

Special to THE DAILY

WASHINGTON, Aug. 13. — Any apprehension that a meeting of distributors and exhibitors such as that suggested by Rube Shor, Allied States president, might involve violation of the anti-trust laws is unwarranted, Abram F. Myers, Allied board chairman, contends.

Commenting on early distributor reaction to the Allied meeting proposal reported in MOTION PICTURE DAILY last week, Myers said the idea of a top-level conference should not be hamstrung "by off-the-cuff statements so as to create an atmosphere of futility before the movement can get under way."

He pointed out that while the Department of Justice declared it "is not authorized to furnish legal opinions to private organizations" when Myers asked for an opinion on its attitude toward such a top level conference, the Department nevertheless had told reporters on several occasions that it could see no objection to such a conference, assuming that price agreements did not enter into the discussions.

Followed Humphrey Query

Myers said his inquiry had been put to the Department in consequence of "a question asked by Senator Humphrey during the Small Business Committee hearing.

"If there is to be a lot of backtracking now on Shor's straightforward proposal," Myers observed, "I think that all interested parties should consider the maneuvers in the light of the history of the movement. The idea of a meeting with the company presidents did not originate with the exhibitors. It was first advanced by Al Lichtman at a COMPO meeting in New York on Nov. 15, 1954. The question of a possible violation of the anti-trust laws was debated in that meeting. It was pointed out by me and I think agreed to by others, that the purpose was not to agree on film rentals but only to discuss the condition of the exhibitors and the need for less drastic sales policies by the film companies.

"Lichtman said he would try to arrange for such a meeting but we never heard from him on that subject again. In response to inquiries made by Allied leaders he would merely state that arbitration must be settled first."

Allied Agenda Planned

(Continued from page 1)

units have requested that discussions concern themselves with such other topics as:

Film prices, shortage of product and allied film conditions:

The tax repeal campaign and the possibility of taking part in any future campaign:

And the announcement by 20th Century-Fox that they will make CinemaScope trailers only.

Shor said that the response which his organization has had from the distribution company heads concerning the National Allied roundtable

request "has not been so discouraging." He pointed out that the Allied States Association "call" also embraces Theatre Owners of America and other exhibitor groups which have been constantly seeking a roundtable discussion.

Shor, when questioned about the National Allied Emergency Defense Committee meeting which will take place tonight, prior to the board meeting, said he did not know what that group will discuss. He said that Benjamin Berger, EDC chairman, is presiding over this meeting.

Small House

(Continued from page 1)

chairman of a special committee the Theatre Owners of America present the brief to the S.B.A., as he expected to go over the preliminary brief with his pilot committee sometime this week.

Brylawski said that he and his associates had already spoken to S.B.A. officials, and informed them that the brief would be presented within a few weeks. The S.B.A. officials were interested, Brylawski declared, and said they would like to know what the theatres would require in way of financial assistance.

The brief will give the S. B. background facts from the Senate Small Business committee report which recommended that funds be made available to the industry rehabilitating theatre properties and equipment. In addition, Brylawski said, the brief will try to give some estimate of the size of the loan needed and the number of theatres requiring financial assistance.

Avoids Estimate Now

At the moment, however, any definite figure would be "highly speculative" Brylawski said. He explained that the committee would need more time in which to explore the situation.

Brylawski declared that it was probably be sometime before the S. B. A. took any action on the brief. He pointed out that the three members of the S. B. A. policy making committee are Secretary of the Treasury Humphrey, Secretary of Commerce Weeks and S. B. A. Administrator Wendell Barnes—all three of whom, he said are doubtless involved with the presidential convention.

Working on the pilot committee with Brylawski are Nathan D. Gold, head of the Commerce Department Scientific Motion Picture and Photographic Products Division; Marvin Goldman of the K-B Theatres and several other consultants.

Klune Recovering

HOLLYWOOD, Aug. 13 — Raymond A. Klune, executive manager of RKO studio operations, is reported removing satisfactorily following surgery in Santa Monica Hospital.

Shortened 'Richard III' Set for Fall Release

A shortened version of Laurence Olivier's production of "Richard III" will go into general distribution early Fall, it was reported by an official of Lopert Film Distribution Corp. here yesterday.

The Lopert official said that "Richard III" will open at the Beve Canan Theatre in Los Angeles in "late September" and that the VistaVision production will "be considerably less than its original running time" of 110 minutes. "Richard III" has been withdrawn from domestic distribution and is currently being edited, he said.

Italian Pact Italy Shortage

(Continued from page 1)

since 1949—approximately 1500 features.

The three year agreement also established that \$3,000,000 is the amount of remittances which the American companies could receive altogether each year, an increase of 25 per cent in profits from the Italian market. The balance of profits must be deposited in frozen accounts, 40 per cent of which is for motion picture and 60 per cent for other industrial purposes in Italy.

The current MPEA-ANICA pact, which expires on Aug. 30, 1956, allowed American companies 190 import licenses annually. The new agreement provides for 225 licenses to the 10 member companies.

Meanwhile, MPEA President Eric Johnston in New York said "we are all confident that the signing of the new Italo-American three-year film agreement heralds another period of mutually beneficial, fruitful and harmonious cooperation between our two countries.

Appreciate Monaco Attitude

"We appreciate the friendly consideration and attitude of Eitel Monaco (ANICA president) and the Italian authorities, and, on our part we wish to emphasize our desire and determination to work together to assure the best future possible for the Italian and American film industries.

"We are very pleased that Under-Secretary of State Brusasca and Monaco are en route to the United States and we look forward to pleasant and helpful conversations with them during their visit here."

War and Peace

(Continued from page 1)

preparation for the premiere of the film at the Hollywood Paramount Aug. 23. Hundreds of "War and Peace" posters have been set up along the major highways of Nassau and Suffolk counties, New York, along the Long Island North Shore, throughout Westchester, in the Jersey City area, the Paterson-Passaic area, the Hackensack area, Manhattan, the Bronx and Queens.

(Continued from page 1)

at present, will be even more dramatic in the near future."

The new law which has been not yet published in the Official Journal, and the indiscriminate granting of the Government subsidy to all native pictures without any regard to their artistic standard, reiterates the same mistakes of the precedent law, Cassuto said. "There is no chance to catch the interest of foreign audiences for pictures which do not attain a certain artistic standard," Cassuto said. He said also that the lack of good pictures originated heavy resistances against the Italian pictures from part of the foreign markets.

Other Statements Cited

The statements of Cassuto are in contrast with other statements made by Avv. Eitel Monaco, president of the Italian Association of Producers and also of UNITALIA. He said in a recent address to the producers that "foreign producers, importers, distributors and exhibitors are intensifying their requests for Italian pictures," in spite of the many recent attacks on the Italian industry.

IRB Authorizes

(Continued from page 1)

a sign saying that the admissions price to the theatre is the total price—including tax—shown on ticket.

As an example, an IRB official cited the case of a theatre charging an admission price of 82 cents plus an eight cent tax. In this case, the theatre owner could use the tickets he has on hand, providing that he placed a sign outside the theatre near the box office saying that the admission price was 90 cents. If, however, the official said, the admissions price was 91 cents with a nine cent tax, the theatre owner would have to reduce his total price to 90 cents, if he wished to offer his patrons a tax-free ticket.

The IRB directive also requires that the theatre owner keep a correct record of his admission intake while he uses existing tickets in compliance with the new law, and pass the information on to the Treasury.

FOR QUALITY AND SPEED

ORDER

YOUR SPECIAL TRAILERS

FROM

FILMACK TRAILER CO.

CHICAGO, ILL. 1327 S. WABASH NEW YORK, N.Y. 341 W. 44th St.

Bus Stop

CONTINUED FROM PAGE 1

...lanche of gratis evening pastime for their elders, of a theatre attraction more potent than anything any other paid-admission medium of public entertainment can pit against it. "Bus Stop" is all of that and more.

The screen's "Bus Stop," it should be understood right off, is different from the stage original in useful ways—such as staying within family limitations as to propriety and going outside the single set of the stage-play—but is essentially the same story at core. This suitable arrangement of the William Inge play was accomplished by the gifted George Axelrod (he wrote "Seven Year Itch") in a script directed with a fine sense of humor and timing by Joshua Logan (he directed "Picnic") for Billy Adler (executive producer of 20th-Fox and never-to-be-forgotten for his "From Here to Eternity," which has nothing at all in common with "Bus Stop"). All of these gentlemen and their off-screen aides may come to be remembered, one day, for their work in connection with this film first.

The short, straight story line brings a young ranch owner to a rodeo in Phoenix, Arizona, where he meets up with a young saloon entertainer and decides on sight that she'll marry him and go back to the ranch as his bride. She declines to do so, and he tries to persuade her feebly, and it's a long while before they get around to seeing things the same way. Save for a final few minutes, when seriousness sets in at some cost to comedy, all of this is done in the semi-farcical manner that has paid off so well for Miss Monroe and Judy Holliday, and the result is a steady flow of amusing incident and dialogue punctuated now and again by deep-seated audience laughter.

Miss Monroe's associates in the cast are uniformly expert, with Arthur O'Connell, Betty Field, Robert Bray and Eileen Heckart (who has a pretension as much to do as her artistry warrants) supplying steady support to the star and to a dynamic newcomer opposite her named Don Murray. This young man had the audience of the Village theatre at Westwood, Calif., where the picture was previewed, securely in his power from his first scene forward, and is unmistakably marquee mate-

CinemaScope and DeLuxe color contribute their extremely attractive merits to the production, especially in the exciting rodeo sequences filmed at Phoenix and in the open-country areas traversed by the bus. Running time 96 minutes. General classification. For August release. WILLIAM R. WEAVER

Sles Territories

(Continued from page 1)

...had become archaic and demanded drastic revision.

...is pointed out that the pattern was set thirty years ago when in excess of 600 films were in distribution in any given year. That number has been reduced by nearly a half. Moreover, each of the circuits has vastly increased the number of its theatres.

The suggestion is that a reduction in the number of provincial branches operated by all the major distributors is desirable not only on the grounds of economy but of increased efficiency.

CONTINUED . . .

Those lines last Thursday at the Music Hall were no one day tourist trick. Over the weekend and through yesterday afternoon almost every showing of "High Society" played to capacity with overflow crowds down the 50th Street side. They're singing "Happy Days" at Metro. The four-day gross, an all time record, was \$10,211.

French Films

(Continued from page 1)

...mandel. France stands second to the United States in the Belgian market. France was also ahead of Italy with 3,518,000 Belgian francs for two films. Only ten films reportedly grossed over one million Belgian francs for the March to June period this year. These included four French, three American, two Italian and one British. Germany is also considered a fruitful field for French production, with many new cinemas being built there.

Figures show that French films are holding their own against others. Worked out as an index with 100 as the maximum, the French film, "Forbidden Games" held the lead with 85 points.

DCA to Distribute 'Gold of Naples'

HOLLYWOOD, Aug. 13 — Distributors Corporation of America has obtained U.S. distribution rights to "Gold of Naples," Ponti-De Laurentiis production, a DCA representative has announced. The subject is a five-part feature with Silvana Mangano starred in the fifth part.



ONLY
140
DAYS
(and nights)
till
MATURE'S
bandit
battalions
battle
for
EKBERG!

"ZARAK"

CINEMASCOPE
COLOR BY
TECHNICOLOR
A
WARWICK
PRODUCTION
Reserve
it Now
for
New Year's
Eve
...from
COLUMBIA!

PEOPLE

Harry F. Shaw, division manager for Loew's Poli-New England Theatres, served as master of ceremonies for the New Haven (Conn.) Police Field Day for the 23rd consecutive year recently.

Brad Simpson, who joined Mutual Broadcasting System early this year as administrative assistant to the president, has been named director of programming activities for the network.

Con Donovan, Jr. has been appointed manager of advertising and promotion for Anseo, photographic manufacturing division of General Aniline & Film Corporation. A graduate of Siena College, Donovan was formerly associated with Fawcett Publications, American Legion Magazine and Dell Publishing Co.

Ivan F. Betts, studio controller, Universal Pictures Co., Inc., Universal City, Calif., has been elected a director of the Los Angeles Control of the Controllers Institute of America.

Paul Anglim, manager of the Esquire Theatre, Denver, and president of the Denver Film Society, has resigned to become western division manager for United Motion Picture Organization, with offices in Los Angeles and San Francisco. Taking over for Anglim in Denver will be Joseph Vleck, promoted by Fox Intermountain Theatres from city manager at La Junta, Colo.

Neil Beezley, Allied Rocky Mountain Independent Theatres president, and national director, is running for the state house of representatives on the Democrat ticket. Beezley operates the Midway, Burlington, Colo.

Arline Momm has been named advertising manager, Bercal Theatres, Inc., Hartford, succeeding Patricia Meyers, resigned.

Jack Simon, formerly with Loew's and Stanley-Warner Theatres in Connecticut, has been named manager of the Art Cinema, Pittsburgh.

Max Birnbaum, former Warner Bros. branch manager in New Haven, and Mrs. Birnbaum leave Connecticut early next month to take up residence in Miami Beach.

Cinerama Luncheon

A pre-birthday party for Cinerama, which observes its fourth anniversary next month, was held yesterday for members of the trade press and film industry at Janssen's Restaurant here. A tour of the Eastman Kodak exhibit of "Seven Wonders of the World" at Grand Central Terminal followed the luncheon.

REVIEWS:

Bandido

UA—CinemaScope

HOLLYWOOD, AUG. 13

ROBERT MITCHUM, Gilbert Roland, Zachary Scott and Ursula Thiess are the highly marketable top talents in this finely made film, in CinemaScope and DeLuxe color, set in Mexico (where it was photographed) in the era of the 1916 rebellion against that nation's government. This relatively unfamiliar period in the affairs of Mexico provides interesting setting for the deeds of outlawry, desperation and chicanery in which, in Earl Felton's story and screenplay, the principal characters are involved. It is a colorful and fast-moving picture, different from most contemporary films of conflict, and should turn out to be a solid money-maker.

Mitchum is seen in the Robert Jacks production as an American adventurer who has a deal on with Mexican rebels to procure guns and ammunition for them at a price. Scott is seen as another American who has come to Mexico with the same objective, but also with a supply of arms to sell and with a wife accompanying him. Roland, to whom the story flows and whose role is the best of the lot, plays the rebel leader with his usual skill, and Miss Thiess is well employed in the role of Scott's disillusioned wife.

The picture contains several incidents of interest from more standpoints than that of their story importance. One is a horseback pursuit and capture of a railroad train. Another is the defeat of a company of cavalry by two men on a barge loaded with ammunition. Many other sequences, staged against handsome scenic background, have optical charm in their own right.

Previewed at the Ritz Theatre in Hollywood, the picture experienced warm response.

Running time 92 minutes. General classification. For September release. W.R.W.

Secrets of the Reef

Continental

A THOROUGHLY fascinating film about life below sea level has been fashioned with obviously painstaking and loving care by Alfred Butterfield, Lloyd Ritter, Robert Young and Murray Lerner. The last three photographed, directed and edited this fine study, Butterfield produced and all four collaborated on the excellent narration.

"Secrets of the Reef" details the perpetual struggle for existence that takes place underwater. The birth, the survival, the death and the birth once again are all depicted with spectacular clarity, conciseness and color, so much so that the viewer is made to look at the picture emotionally as well as cerebrally.

How much patience, time and luck went into the photographing of the film can only be guessed, but from the sights captured, the first two were extensive and the last was deserved.

The first part of the film shows how various members of the undersea kingdom give birth. Baby octopuses, tadpoles, lion's mane jellyfish all are put under the eye of the camera. One of the many remarkable sights in the film is the male sea horse giving birth to the young which were planted in his pouch by the mother. But perhaps the most astonishing of all is the sea turtle who, although a creature of the water, can only give birth on land. The details of her tortuous trip on land, the laying of the eggs, the trip back again and the eventual birth of the babies and their instinctive push towards the sea is a marvel of nature and of this film.

The picture must be seen to be appreciated for no written description can do justice to the natural wonders it portrays. Whether it will have the popularity it deserves is difficult to determine for it is not entertainment in the usual sense. But it merits any attention given to it as it is certainly one of the best of its kind.

Joseph Julian speaks the straightforward and interesting narration which benefits from its lack of hokum. "Secrets of the Reef" is a Butterfield & Wolf production presented by Marine Studios, Inc. and released by Continental Distributing, Inc.

Running time, 72 minutes. General classification. For immediate release.

Ohio Editor Praises Film

Special to THE DAILY

COLUMBUS, Ohio, Aug. 13—mer motion picture fans who "had their eyeballs glued to the vision screen" for the past several years are missing some of the motion picture entertainment in half-century history of the scene. Norman Nadel, theatre editor of *Columbus Citizen*, said in a page feature in the newspaper here.

"Some people still think it is son for boasting that they have been in a movie theatre in years," said Nadel. "That's about as innocent as the boast, 'I never read books.' Not all movies in the past or eight years have been better, but the proportion has higher than ever before." Nadel pointed to "Moby Dick" and "King and I" as outstanding films they don't pry loose the television glued eyeballs, I don't know, will," he declared. Both films are being extremely well in Columbus according to reports.

Names Top Pictures

Nadel added that with "more technical improvements to the scene image in the past eight years than the 20 years before, those haven't seen films recently would recognize the modern movie." Nadel pointed to the following forthcoming films as examples of outstanding entertainment: "The Ten Commandments," "High Society," "Cash Call," "Tea and Sympathy," "The house of the August Moon," "Rainmaker," "War and Peace," "Pride and the Passion," "Giant," "Naked and the Dead," "Tension Table Rock," and "The Spirit of Louis."

UA Studying Closer Ties with Independents

United Artists is setting up closer liaison with its independent producers and publicity representatives following a series of meetings in Hollywood recently between Fred H. Tamarin, UA's assistant national director of advertising, publicity, and UA affiliated producers.

Tamarin, who returned to New York over the weekend from Hollywood, said the conferences dwelt on means of intensifying the advertising and publicity on each UA release.

The UA executive said he talked with Robert Blumofe, UA vice-president; Leon Roth, UA West Coast publicity coordinator; and a number of affiliated producers and their publicity representatives about "a constant rethinking of approaches to meet new industry conditions and to increase the selling power of production."

Tamarin said that Mort Nathans, UA publicity director, is currently in Hollywood continuing the conferences.

MOTION PICTURE DAILY

Concise
and
to the
Point



All
the News
That
s News



80, NO. 32

NEW YORK, U. S. A., WEDNESDAY, AUGUST 15, 1956

TEN CENTS

ume Friday

lm Sales to ed Nations ir Debate

MPAA, MPEA Boards ue Proposal at Length

ended discussion of the pro-
sale of films to Communist
ies occupied meetings of the
of both the Motion Picture
ation of America and the Mo-
Picture Export Association here
day. So extended were the dis-
ns that other business sched-
o come before the meetings was
acked. No decision was reached
the discussion now is scheduled
 resumed at an MPEA board
ng on Friday.
ong matters deferred by the
to Iron Curtain countries dis-
(Continued on page 2)

McCarick Appointed atman Comptroller

Special to THE DAILY
CHESTER, N. Y., Aug. 14—
as J. McCarick was elected
al comptroller of Eastman
Kodak Com-
pany by the
board of direc-
tors today.

McCarick
joined Kodak in
1935 as an ac-
countant in the
comptroller's
department. He
was subsequent-
ly appointed as-
sistant to the
comptroller and,
in 1942,
e assistant comptroller.

He succeeds Cornelius J. Van Niel,
(Continued on page 2)

Trapeze' Big in Japan Alexander' in Manila

Uted Artists' "Trapeze" has
the all-time, opening day rec-
hroughout Japan, and "Alexan-
e Great" set a new high for the
ny in the Philippines over the
(Continued on page 4)

Columbia Plans Cartoons For Television Promotions

Columbia Pictures is planning to
use two cartoon characters, "Harry"
and "Jack," to promote its forth-
coming product, nationwide on tele-
vision, starting with "The Solid Gold
Cadillac," it was reported yester-
day.

The company, which has been us-
ing film clips on tv, is planning to re-
duce this type of promotion with
emphasis on cartoon commercials, it
was said.

TOA Host to Three Distribution Officials

Three distribution representatives
were guests of Theatre Owners of
America at a luncheon at the Sheraton
Astor Hotel here yesterday at
which time the national exhibitor or-
ganization informed them of their
convention plans.

TOA had invited all the companies
to attend the luncheon at which the
theatre group had planned to renew
its bid for distribution participation
in the convention, which is to be at
the New York Coliseum Sept. 20-25.

The three company officials at-
tending were Hugh Owen, vice-presi-
dent of Paramount Film Distributing
Corp.; Jack Alexander, assistant to
the general sales manager for Repub-
lic Pictures; and Clarence Hill, 20th
(Continued on page 5)

REVIEW:

THE SOLID GOLD CADILLAC

COLUMBIA

JAM-PACKED WITH entertainment which will have audiences every-
where continually erupting in spontaneous laughter, Columbia Pictures'
"The Solid Gold Cadillac" is a first-class contender for top comedy
honors of the year. Filmed in black-and-white, except for its final
sequence which is in color, the picture stars "Oscar" winning Judy
Holliday and Paul Douglas in a reenactment of a highly successful
stage play written by George S. Kaufman and Howard Teichman. It
should do excellent business in all situations.

Written for the screen by Abe Burrows, the script provides Miss
Holliday with a role as good as that which won her an Academy Award
in "Born Yesterday." She is wonderful here, and Douglas also deserves
"a pat-on-the-back" for his characterization. In many instances, they
bring forth laughter in sufficient volume to overwhelm the dialogue.

In fact, the whole cast and crew have every right to wear bright red
(Continued on page 5)

P. R. Plan for Boston Area

Special to THE DAILY

BOSTON, Aug. 14—An eight-week
cooperative promotional campaign
between theatremen and other mer-
chants is underway in the Massachu-
setts Avenue area here in an effort
to stimulate business, headed by
Charles Kurtzman, Northeast division
manager of Loew's Theatres, Inc. The
area is in uptown Boston more than
a mile from the downtown section.
Theatres involved are the State, Fen-
way, Uptown and Strand.

A group of 25 merchants met today
at Loew's State Theatre to kick off
the plans for this major public rela-
tions program. The participants in-
cluded representatives from five
banks, several restaurants and two
(Continued on page 5)

Tentative Program for TOA Meet Announced

A tentative program of highlights
scheduled by the Theatre Owners of
America for its International Con-
vention and Tradeshow at the New York
Coliseum Sept. 20-25 has been an-
nounced. Heading the list of events is
"Showmanship Day" on Sept. 21,
when a report will be made on the
TOA national showmanship confer-
ence held at Chicago late last month.

Other announced activities include
(Continued on page 5)

\$5,000,000 Deals

Loew's Buys 25% Interest In TV Station

Leases 725 Features; To Produce for TV Also

By LESTER DINOFF

Loew's, Inc., has set the "key-
stone" upon which it will base its
future television operations in an
agreement with television station
KTTV, Los Angeles, under which
Loew's acquires a 25 per cent inter-
est in the tv outlet and leases, under
a separate transaction, 725 of its pre-
1949 features to KTTV for sev-
en years of telecasting, commencing
this Fall. This was announced jointly
here yesterday by Charles C. (Bud)
Barry, Loew's vice-president, and
Richard A. Moore, president of KTTV
in a press conference.

Barry, who is head of all Loew's
Inc., television operations, said these
"two separate transactions involve a
(Continued on page 4)

Stanton Defends Stand Of CBS on 'Dem' Film

The attack made by Paul Butler,
chairman of the Democratic National
Committee, on CBS for its failure to
show the complete version of the film
"Pursuit of Happiness" during its cov-
erage of the opening day of the Dem-
ocratic National Convention in Chi-
cago was answered yesterday by Dr.
Frank Stanton, president of CBS in
a telegram to Butler.

The telegram said in part: "I am
(Continued on page 2)

Set 87 August Dates For Fox' 'Bus Stop'

Twentieth Century-Fox's "Bus
Stop," starring Marilyn Monroe,
which premiered yesterday at the
Warner Theatre, Atlantic City, will
bow in 87 first domestic engagements
by the end of August, it was an-
nounced yesterday.

Among the playdates set for the
CinemaScope film are the Memorial
Theatre, Boston; Centre, Denver; Fox,
San Francisco; Capitol, Washington;
(Continued on page 4)

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox, and **DONALD HENDERSON**, treasurer, are expected back in New York this week-end following extended trips to South Africa and Europe.

MICHAEL HAVAS, RKO Radio Latin America supervisor, arrived in New York yesterday from Mexico City.

RAY NELSON, vice-president and general manager of National Telefilm Associates, will leave New York today for Miami.

AMERICO ABOAF, Universal Pictures vice-president in charge of foreign distribution, left here yesterday for Hollywood.

NED SECKLER, recently-appointed Far Eastern supervisor for RKO Radio, will leave New York on Monday for Tokyo, where he will take up his new duties.

DINO DELAURENTIIS and **EITEL MONACO**, president of ANICA, Italian producer association, will arrive in New York from Europe today aboard the "United States."

GRACE LYNCH, of the NBC press department, has been promoted to work with **CORNELIUS SULLIVAN**, public relations representative for the network.

WILLIAM F. LANDERS, city manager for Stanley Warner Theatres in South Norwalk, Conn., has returned there from a Florida honeymoon with **MRS. LANDERS**, the former **SALLY STAFFIERI**.

Jerome Marks Dies

CHICAGO, Aug. 14 — **Jerome J. Marks**, 42, one of the owners of the M & R Amusement Co., died here recently of a heart attack. The properties, also owned by his brother **Raymond Marks**, and his brother-in-law, **Martin Rosenfield**, included the Sunset Drive-in and the Bel-Air Outdoor Theatre. His brother and a sister, **Mrs. Reeva Rosenfield**, survive.

Sinatra Opens Today

Frank Sinatra makes a dual appearance at the Paramount Theatre here today. On the screen he will be seen in United Artists' "Johnny Concho," which marks his debut as a western star and as a producer. And on stage he will be seen with **Tommy and Jimmy Dorsey** and their band for a week of personal appearances.

Film Sales to Red Nations

(Continued from page 1)

cussion was the appeal by 20th Century-Fox to the MPAA board from the Production Code Administration's refusal of a Code seal for the late Sir **Alexander Korda's** production, "Smiley," which 20th-Fox is distributing. The subject of narcotics, prohibited by the Code, figures in the subject matter of the film.

Consideration of the appeal was postponed with the approval of the distributor, it was reported following the meeting.

Although discussion of the proposed sale of films to Red satellites ordinarily would be restricted to an MPEA meeting, the subject was first introduced at the MPAA board session in the morning. Championing the proposal is **United Artists**, which is not a member of the MPAA and, hence, was not represented at the morning meeting. U. A., however, is a member of the MPEA and **Arnold Picker**, U. A. vice-president in charge of foreign distribution, is a member of the MPEA subcommittee named to study the proposal, and participated in the MPEA board meeting in the afternoon.

Picker earlier had revived the question of selling to the satellite coun-

tries. It appeared likely in advance of yesterday's meeting that the subcommittee, of which **Morton Spring**, first vice-president of **Loew's International**, and **Wolfe Cohen**, president of **Warner Bros. International**, also are members, would recommend that sales to the satellites be officially approved.

The immediate question at issue was whether MPEA's exclusive rights to handle such sales should be extended beyond Aug. 31. Differences reportedly arose on this question with U. A. favoring handling its own sales, even though industry-wide approval of dealing with the satellite countries is forthcoming when the discussion is resumed at the MPEA board meeting on Friday.

The adjourned meeting of the MPAA board on Friday is expected to hear a report from its Production Code subcommittee which will deal with procedural and appeal proposals, rather than with changes in the Code. Known to be among the proposals in work is one which would add independent producer and exhibitor representation to the Code appeal board, which now consists of MPAA directors only.

Mc Carrick

(Continued from page 1)

who has resigned, effective today, as general comptroller. **Van Niel**, who is presently engaged in a special project for the Kodak management, plans to retire from the company at the end of the year. He has been general comptroller since 1935.

Grierson Heads Jury

VENICE, Aug. 14—**John Grierson**, British film producer, will head the international jury that will choose the best film shown at the Seventeenth International Film Festival here from Aug. 28 to Sept. 8. Members of the jury will be **James Quinn** of Britain, **André Bazin** of France, **Luchino Visconti** and **G. B. Cavallaro** of Italy, **Frederik M. Ermler** of the Soviet Union and a Japanese as yet unnamed.

'Ship' Opens Aug. 20

"The Ship That Died of Shame," which is based on a story by **Nicholas Monsarrat**, will open at the Little Carnegie here on Aug. 20, according to an announcement by **Felix Bilgry**, director of the theatre. Released by **Continental Distributing, Inc.**, the film is a **J. Arthur Rank Organization** presentation of a **Michael Balcon-Ealing Studios** production.

Stanton Reply

(Continued from page 1)

shocked by your inflammatory attack on CBS before the convention Monday and by your subsequent statements at a press conference. You are in fundamental error both on the facts and on the principles of free press which are deeply involved.

"Neither I nor anyone else at CBS has ever committed CBS to carry the film," **Butler** said. He added that the issue involved the network's right to exercise its "news judgment."

"Pursuit of Happiness" is a film history of the Democratic party. It was produced by **Dore Schary**, and narrated by **Senator John F. Kennedy**.

Chicago Books 'Suez'

CHICAGO, Aug. 14—**Balaban and Katz' Chicago Theatre** has booked the **Louis de Rochemont** two-reel color featurette "Suez" to open Thursday — day-and-date with the three-power London conference on the canal. The 27-minute documentary, which was shot on location, tells the story of **Ferdinand de Lesseps'** great engineering feat, recounting his fierce battles to overcome the opposition of governments, financiers, politicians and nature in cutting the 100-mile waterway across the Isthmus of Suez.

.. of Drive-in

Phoenix Circuit Expanding

An interest in the Cinema Drive-In at Phoenix, Ariz. formed owned in full by **Ted Karatz**, been purchased by the Pacific Drive-In Theatres of Phoenix, according to an announcement by **Gus C. Mond**, vice-president of the circuit. **Karatz** is retaining an interest in corporate title of the new company formed to operate the theatre will known as the Southwest-Karatz Cinema Plans for complete modernization of the drive-in are underway. The circuit, which is headed by **W. R. Guttman**, Los Angeles, general manager, recently purchased five drive-in theatres in the Phoenix area.

Ochs Moves to Florida

Herbert Ochs, head of the Ochs Management Co., Cleveland, who operates drive-in theatres in Canfield, Michigan and both outdoor and drive-in theatres in Florida, is closing Cleveland headquarters at the end of this drive-in season and will hereafter operate from his office in Dade County, Fla. His son, **Jack**, booker for northern houses, is moving his family to Fort Lauderdale. Another son, **Sam**, books for the southern units.

Heaters for Buffalo Drive-In

The new **Sheridan Drive-In** at Buffalo, N. Y., will be the city's first to operate all-year round when it installs 1700 in-car heaters for the winter season, according to manager **Sid J. Cohen**.

Screens Three Features

Paul W. Amadeo, general manager of the **Pike Drive-In**, Newington, Conn., has designated Fridays "Bonus-Movie Nite," with a third feature added to regular double-bill. The title of the added attraction is not announced before screening.

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HOT FROM HOLLYWOOD!



EYE-WITNESS REPORT FROM THE M-G-M AD MAN!

HOT! "HIGH SOCIETY"!

was there when the World Premiere engagement of Col. C. Siegel's production starring Bing Crosby, Grace Kelly, Frank Sinatra and Louis "Satchmo" Armstrong, started the nationwide box-office fireworks now blazing across the nation. At press time, biggest first 4 days of all time at Music Hall, N. Y. Every new opening sensational! Every continued engagement a wow!

HOT! "TEA AND SYMPATHY"!

was there in Projection Room "A" for the special public-relations screening that confirmed trade forecasts of a box-office blockbuster. The stage hit, with its original stars Deborah Kerr and John Kerr, is now a mighty screen attraction. Big campaign in magazines, newspapers, radio, TV—the works!

HOT! "RAINTREE COUNTY"!

was there on Stage 16 when they showed seven amazing reels of this great production starring Montgomery Clift, Elizabeth Taylor and Eva Marie Saint. Filmed in M-G-M's new and revolutionary Camera 65 process, with the top budget in the studio's domestic production history, it will rank among the most important films in screen annals. The scope of the book's Civil War background endows it with the nostalgic bigness of "Gone With The Wind."

HOT! "THE OPPOSITE SEX"!

was there at the Picwood Theatre when this star-studded entertainment rocked a packed and enthusiastic house at a sneak preview. From the first man-trap to the last hair-pull they roared at this "low-down on games—with music." The dames: June Allyson, Joan Collins, Dolores Gray, Ann Sheridan, Ann Miller. The guys: Leslie Nielsen, Jeff Richards. It's a top money show.

HOT! "THE POWER AND THE PRIZE"!

was there at the Encino Theatre when this exciting picture launched the first really great new box-office dame, Elisabeth Mueller. A Continental star, beautiful, exciting, she is destined to join the Garbos and Bergmans

in the screen Hall of Fame. Co-starred with Robert Taylor, Burl Ives, Charles Coburn, Sir Cedric Hardwicke, Mary Astor and Nicola Michaels.

HOT! "JULIE"!

I was there in Projection Room 1 for the first breathtaking Studio showing of this Arwin Production which takes its place among the industry's triumphs of SUSPENSE! Doris Day, Louis Jourdan, Barry Sullivan and Frank Lovejoy keep you in a state of delirious tension from Main Title to the nail-biting End as Julie flees from a honeymoon of terror.

HOT! "THE WINGS OF EAGLES"!

I was there to see a future Big One take off into production starring John Wayne in a box-office-perfect role, with John Ford directing a sure-fire and spectacular story.

HOT! "DESIGNING WOMAN"!

I was there to hear the magnitude of this big-time show as it was being readied for production with Gregory Peck and Lauren Bacall starring. It will be made here and abroad, with no holds and no expenses barred.

HOT! "SOMETHING OF VALUE"!

I was there to see the first pulsating footage flown in from East Africa where Rock Hudson, Dana Wynter and Wendy Hiller are starring in this King-size picturization of the explosive best-seller.

HOT! PRODUCTION IN HIGH!

I was there to see the blue-print of accelerated activity spring to life, following the Studio announcement of twelve M-G-M pictures, an average of three a month, scheduled for production during a period of sixteen weeks.

★

M-G-M! HOTTEST STUDIO IN STUDIOLAND!

Loew's Buys

(Continued from page 1)

sum of money in the neighborhood of \$5,000,000."

It was also reported by the Loew's official, who was assisted at the conference by Howard Dietz, vice-president of advertising and publicity for Loew's, that the company is "going into television production this September with two to three shows which will be ready for the 1957-58 season." Barry said one of the shows will be produced in England. That series would be based on "Goodbye, Mr. Chips" and would consist of 39 one-half hour shows, he said.

For Black-and-White Only

Barry said further that the lease of the M-G-M features to KTTV provides for telecasting the product in black-and-white only and showings in color would have to be re-negotiated. Moore said that KTTV has exclusive programming rights to these films in the Los Angeles territory. The film package "does not include 'Gone With the Wind'," Barry said. He added that KTTV will also receive "Wizard of Oz" in four years, following this film's presentation on the Columbia Broadcasting System under a separate arrangement.

Loew's retains all rights to the backlog, Barry added, and 40 additional pictures have been withheld at present as they are going into theatrical re-release within the next five years, after which KTTV would have them available for broadcasting. The agreement does not include the film company's short subject library.

Rights in the pictures include use of the famous M-G-M trademark Leo the Lion.

Station Name to Be Changed

Moore pointed out that KTTV will become known in Los Angeles as the "Times-M-G-M" station since Loew's acquisition of an interest in the tv outlet, which is owned currently by the Times-Mirror Co., publisher of the "Los Angeles Times" and the "Los Angeles Mirror-News." The agreement for the stock transfer, which will make Loew's an active partner in KTTV's broadcasting activities, will be subject to the approval of the Federal Communications Commission, he said.

Barry said that Loew's has "aggressively entered into the television industry." The company is currently negotiating with CBS for its library which the network would like to acquire for its four owned-and-operated television stations. He also said that talks are going on concerning acquisition of stock in other television stations.

Five for Altman in K. C.

Robert Altman will produce and direct five features during the next 18 months for Imperial Productions, Kansas City, the company headed by Elmer Rhoden, Jr., after making "The Delinquents," documentary feature for Imperial in the Missouri city. Under his non-exclusive deal, Altman will shoot the first film in October.

One Man's TV Views

By Pinky Herman

JOHN Guedel and Groucho Marx, producer and star, respectively, of the "You Bet Your Life" radio and tv series, have been signed to new long-term NBC contracts effective next month. . . . At the conclusion of the keynote address, by Tennessee's young Governor Frank Clement Monday, it struck us that the impact of television upon the political scene is of such force and magnitude that overnight the fiery orator has assumed such proportions as to be regarded as "presidential timber" four years hence. . . . Peter Donald and Barbara Jo Walker (Miss America of 1947) will be host and hostess respectively when Philco presents the 1956 "Miss America Pageant" from Atlantic City, Saturday, Sept. 8 (10:30-12:00 midnight) TV via ABC. . . . Smith & Dale will bring their hilarious comedy to the "Steve Allen Show," Sunday, Sept. 2, with material written especially for them by Harry Conn who has penned many a belly laff for Jack Benny, Willie & Eugene Howard, Burns & Allen and others.

☆ ☆ ☆

Producer Walt Framer plans to fly to Italy late next month or early in October to set up a shooting sked on "Confessions of a Scoundrel." Utilizing an all-Italian technical crew, the star of the telefilm series may



Walt Framer

be Robert Alda with an American director to be named next week. . . . Vantage Press will publish a tome, "Without Rhyme or Reason," penned by L. Wolfe Gilbert, writer of song hits "The Peanut Vendor," "Waitin' for the Robert E. Lee," "Ramona," and ASCAP board member. Of his first literary effort Gilbert sez: "It's filled with smiles and I know of no better medicine than to share a laugh." . . . Among the more lovely visitors to the local tv scene is charming Senora Milissa Sierra, producer of children's shows for Telesistema Mexicano, in town to make a personal survey of tv developments. The talented beauty is also moderator and panelist on the South of the Border versions of "I've Got a Secret" and "What's My Line?" respectively, over station XEWTV, Mexico City. . . . How come producers of television programs don't sign Bill Tabbert for a series? He's only smashing records on his current concert tour.

☆ ☆ ☆

The six Oldsmobile telefilm commershills, directed by Chuck Wasserman and filmed by Video Pictures under the supervision of Robert V. Pollock, TV head of D. P. Brother & Co., co-featuring songstars Billy Hayes and Greta Gray, are being seen by the millions of John Q. Citizens who tune in the national ABC convention telecasts. Vice and executive producer of Video, Charles Turner, has named former indie producer Robert Evans, general sales manager. . . . A new harmony team, Patience and Prudence, bow into the major wax league with a terrific platter of the oldie "Tonight You Belong to Me," on the Liberty Label. The standard, clefled over two decades ago by Billy Rose and Lee David, bids fair to hop aboard the Hit Parade by the time that program resumes on the NBC channels. . . . Our visage doesn't grace (hang at) the Sardi gallery, but nonetheless we have arrived. Mine host, Al Framer, whose beautiful Carlton Manor, located on Old Country Road in Westbury, L. I., has become most popular with TV'ers, has named his chef's piece de resistance, the "Pinky Herman Salad." Russian dressing mixed with pink borscht doused over fresh green vegetables. . . . Sotto voce to Billy Goodheart:—Not long after you retired from MCA, a young talent agent did so well for Stan Zucker's International Artists Agency that he became vice-president of the firm in less than five years. Six years ago he went into semi-retirement as you did and like yourself, also in Ohio. He is unquestionably one of the finest connoisseurs of talent in show business and his name is Morey Davidson. Nuff sed.



Charles Turner

REVIEW:

The Gunslinger

A. R. C.

John Ireland, no lightweight in the marquee lure department, comes with Beverly Garland and A. R. C. Hayes in an off-beat western produced and directed by Roger Man. The Pathe Color enhances wide open spaces atmosphere, the human performers therein produce some stirring moments, despite obviously-limited budget.

Going along with the off-beat tiff, Miss Hayes plays owner town saloon, with eyes for power the shape and form of railroad. It so happens that the aforementioned Miss Garland is the marshal (she got the shiny tin following sudden demise of her band William Schallart). Into odd situation rides gunslinger Ireland, ostensibly hired by Hayes to kill the marshal, thus doing the Hayes empire of any potential threat to illegal land-grab and the like.

As the Charles B. Griffith-Hanna yarn rolls grimly along, land and Miss Garland seem to be attracted to each other; the romance works for Ireland in case of boss, too, and it's a merry time killer has until the inevitable coming with time and the element Miss Garland, true to the oath of tiny office, kills Ireland.

That's about all there is to "Gunslinger," inclusion of more age on day-to-day routines of a marshal, unique in western and additional town character would have elevated this ARC lease to better-calibre ratings. Running time, 77 minutes. German classification. For immediate release. A.M.

'Trapeze' in Japan

(Continued from page 1)

weekend, according to Arnold Picker, UA vice-president in charge of foreign distribution.

In the midst of Tokyo's severe heat wave, the Hecht and Lanza production continued to roll up picture grosses at the city's Toho Theatre, he said, with the Aug. 1 figure soaring well over two million yen to establish the highest single day's receipts in the theatre's history.

The debut of "Alexander" in Manila was marked by a simultaneous day-and-date engagement at State and Lyric Theatres, where first two days' receipts proved picture to be UA's all-time box office champion for the Philippines, it was stated.

87 August Dates

(Continued from page 1)

Harris, Pittsburgh; Wisconsin, Milwaukee; 5th Avenue, Seattle; 3 theatres, Miami; Keith, Indianapolis; Palace, Cleveland; Centre, Salt Lake City; Keith, Cincinnati; Fox, Paramount, Buffalo; Fox, Oakland; Fox, Atlanta; Fox, Portland, Ore.; Louis, St. Louis; Radio City, Minneapolis; and the Paramount, St. Paul.

R. Plan

(Continued from page 1)

ing lots, in addition to the the-

ne district covers about one
re mile and Kurtzman suggested
erative ads, street decorations,
o plugs, trailers at four theatres
a big kick-off activity with the
onal appearances of Mayor John
ynes and other civic leaders. The
tutional ads would be of the
p, dine and go to the theatre"

urtzman said: "Today the parking
lem in any big city is the most
ortant. We are fortunate in having
tly acquired space for an addi-
l 1,000 cars and we must take
ntage of it. But we must also get
residents in surrounding sections
of their houses to our district to
onize our wares. This is a long-
e program, but we can put it
with our showmanship expe-
e."

e added that he would set up a
ton plan with his staff to work
he least amount of money it will
to complete it. The money
d be allocated among the par-
ants. Members of the theatre
s will contact every merchant for
et appeal, he said. An officer of
of the banks volunteered to offer
manpower to aid this venture.
ers of the two parking lots of-
l reduced parking lots to patrons.
representative from local station
SIS offered free radio plugs.

ntative TOA

(Continued from page 1)

quipment forum and specialized
seminar on Sept. 22 and drive-in
concession forums on Sept. 24.

vening entertainment will include
joint TOA-TESMA-TEDA-PCA
tail party Sept. 20; a suppliers'
house, Sept. 21; a "Pepsi-Cola
y" Sept. 22; and, on the final
ing, a National Carbon cocktail
y with "Coca-Cola" presenting
"president's banquet."

pecial events for the ladies will
ide luncheons, a fashion show,
tours of New York, including
atown and the United Nations.

DA Host

(Continued from page 1)

tury-Fox sales official. Represent-
TOA at the meeting were Walter
le Jr., Samuel Rosen, Robert J.
O'Donnell, Claude Mundo, and
ph Alterman.

ccording to a TOA representative,
exhibitor group presented the dis-
tution officials with no specific plan
so type of assistance needed.

nada Expenditures

TTAWA, Aug. 14—The Canadian
ernment has reported expendi-
s for the National Film Board in-
sed to \$562,000 in the period
n Apr. 1 to June 30 this year in
rast to \$511,000 in same period
year.

The Solid Gold Cadillac

(CONTINUED FROM PAGE 1)

feathers in their caps, stick out their chests and crow, "we got a hit!" This hilarious story, about a small shareholder who upsets the economic apple cart of an internationally known organization, is fast-paced through the capable direction of Richard Quine. Fred Kohlmar produced.

Miss Holliday is cast as an "actress," who, while unemployed in her profession, finds time to attend stockholder meetings. With fragmentary knowledge of big business, but with common sense, she soon "smells a rat" in the operations of International Products, and by asking straight forward but awkward questions, she manages to get the board of directors of the company alarmed. In order to stifle her probing, the board offers her a job, which she accepts knowing the duties are negligible.

Douglas, who had headed this company, but resigned and sold his interests in order to accept a governmental post, becomes attracted to Miss Holliday. In their few meetings, which are wonderfully amusing, they realize that they are in love. The board of directors, meantime, are still worried about Miss Holliday and her questions about company affairs, and in order to get her out of the way, send her to Washington to be an unofficial lobbyist. She persuades Douglas to return to the company, but both find that the directors are adamant about keeping themselves in control.

Following a court fight and a riotous stockholder's meeting, the situation is resolved by Miss Holliday getting herself elected board chairman. She installs Douglas as company president and the jubilant stockholders give the pair, as a wedding gift, a solid gold Cadillac.

The excellent performing principals are supported by such actors as Fred Clark, Hiram Sherman, Ralph Dumke, John Williams, Neva Patterson, Arthur O'Connell and Ray Collins. At times, throughout the running of the film, a narration on the proceedings is presented by George Burns.

Running time, 99 minutes. General classification. Release, not set.

LESTER DINOFF

A Cry in the Night

Warner Bros.

THE OLD STORY about the hulking boob more likely to kill a girl than kiss her has been modernized in "A Cry in the Night." No longer is he treated with disdain and looked upon as a coldblooded murderer, instead psychological reasons are given for his condition and sympathy is created. This contemporary switch helps the film enormously, for otherwise it would be an ordinary chase story.

Another asset is Natalie Wood, one of the most popular of today's youthful performers. She plays a young girl who, with her sweetheart, is spending the evening on Lovers' Loop because of fear of her father, a police officer who never forgets what he is. When they discover a voyeur watching them, the young man is promptly knocked out and she kidnapped.

At her home the father learns the shocking news from Brian Donlevy, another officer, and is ready to slaughter both the boy friend and the kidnapper. Restrained by Donlevy he joins in the search. Little by little, clues revealing the whereabouts and then the identity of the madman are discovered. He has taken the girl to a deserted brickyard and she learns, through her fears and tears, he's more to be pitied than punished. It seems he's a momma's boy, overprotected and driven to the desperate measures he has taken.

When the police finally close in on them, the girl's father has learned he had been pushing her the same way—protecting her to the point of resentment and fear. The parallel is obvious but effective and gives the film some meaning beyond its calculated thrills.

Edmond O'Brien plays the hysterical father and Raymond Burr the childlike villain. Although their psychological histories only skim the surface, their performances are extremely good. Miss Wood fits her role physically but emotionally it's beyond her.

The picture is a Jaguar production, directed by Frank Tuttle, written by David Dortort and based on a novel by Whit Masterson. George C. Bertholon was associate producer.

Running time, 75 minutes. General classification. Release date, Sept. 15.

J. R.

National Pre-Selling

"M-G-M has made certain that the electric tingle that ran down Broadway on opening night now runs down your spine when you see 'Tea and Sympathy!'" This is the closing paragraph in the table of contents ads for that film appearing in the Aug. 17 issue of "Collier's."

"Miss Marilyn Monroe, Hollywood's reigning sex goddess, returns to the screen in 'Bus Stop,' after a severe bout with culture at the Actors Studio, in William Inge's comedy about a honky-tonk singer," reports Marshall Scott in the August issue of "Cosmopolitan." "Marilyn is as curvily, basically appealing as ever, and proves an expert and charming comedienne, in some scenes surpassing the talented Kim Stanley who created the role on Broadway."

Joan Crawford, star of "Autumn Leaves," wrote an inspiring and uplifting article, which will appear on the inside cover of "Parade's" Aug. 26 issue.

When reviewing "A Kid for Two Farthings," Florence Somers in the August "Redbook" says: "Carol Reed, who directed, is not only one of Britain's finest directors, but he is exceptionally skilled at working with child actors. The hero of this film is a six-year-old who has been told that rubbing a unicorn's horn will make wishes come true."

"War and Peace" is the title of an article by Arthur Mayer in the August-September issue of "Films in Review," published by the national Board of Review of Motion Pictures. The piece is about the Paramount picture, and the issue of the magazine has on its cover a photo of Audrey Hepburn in the role of Natasha in the Ponti-DeLaurentiis production. Mayer weaves strands of information about the motion picture industry in general into his account of how the picture was cast and produced.

A nationwide contest for the best ending of "Beyond a Reasonable Doubt" will be announced in the September issue of "Screen Stories." This issue will have a synopsis of the RKO suspense film. The reader who submits the best ending will receive one thousand dollars. The front cover will have an announcement of the contest.

"The Big Boodle," which was filmed in Havana, got a plug in the Aug. 12 issue of "American Weekly." Attractive photos of Italian actress, Rossana Rory, who plays the feminine lead to Errol Flynn in this new U. A. picture, illustrate a personality story written by Liza Wilson, Hollywood editor of "American Weekly."

WALTER HAAS

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MOTION PICTURE DAILY

80, NO. 33

NEW YORK, U. S. A., THURSDAY, AUGUST 16, 1956

TEN CENTS

EDITORIAL Self-Regulation

By Sherwin Kane

THE Senate Small Business Committee's report presumably has put an effective end to public advocacy of governmental regulation of the motion picture industry, for the time being, at least.

Proposals by Allied States for federal legislation to regulate rentals, and by the Southern California Theatre Owners Association for the establishment of a Federal Fair Trade Practices Commission to draw up and administer code of competition for the industry, were both rejected by the Senate group.

In the interim since the report was made public in late July, many exhibitors have expressed themselves both publicly and privately in complete accord with, and thankful for, the Senate Small Business Committee's finding on this subject.

In the past year, the trade became accustomed to reading objections in support of governmental regulation of the industry made by affluent exhibitors returning from sojourns abroad. It was the fashion for them to summon the trade press upon debarkation here and to describe attractively the regulations applied by foreign governments which were said to work well in the native exhibitors' behalf.

Nothing, of course, was said about the reasons for such regulations, namely, to provide props for tilting native film producers by entering Hollywood motion pictures within their boundaries.

Instead of Federal regulation, the Senate group urged cooperation and teamwork upon exhibition distribution.

Start can be made in that direction only if both sides approach it with understanding and reasonable objectives. No disgruntled exhibitor will or can be led by a conference of war-torn factions intent mainly upon voicing recriminations.

TOA for Meet On Problems

Special to THE DAILY

DES MOINES, Aug. 15.—Myron Blank, president of Theatre Owners of America, said today he believes a



Myron Blank

meeting of exhibitor and distributor leaders to discuss mutual problems and to attempt to relieve the distressed, small exhibitors is imperative to the future well-being of the industry.

The TOA president, however, did not propose such a meeting on his own nor did he suggest that such a meeting should be held under TOA sponsorship. Rather, Blank said that should an invitation come to take part in such a meeting, and should it be apparent that something constructive would emerge from the conference, TOA would be happy to participate.

Allied States president Ruben Shor
(Continued on page 5)

Fabian And Rosen Will Address SW Meeting

A meeting of Stanley Warner zone managers and home office officers and executives will be held today by Harry M. Kalmine, vice president and general manager of the circuit. S. H. Fabian, president, and Samuel Rosen, executive vice-president, will address the meeting.

Among those present will be the
(Continued on page 5)

Surveys Show Public Mostly Anti-Toll-TV

Seven newspaper surveys taken in recent months on readers' opinions on subscription television have revealed the public to be overwhelmingly against it, according to a brochure prepared by the National Association of Radio and Television Broadcasters.

The NARTB said individual survey
(Continued on page 5)

Loew's Seen Closing 16mm Release Deal

Loew's, Inc., is on the verge of closing a 10-year agreement with Films, Inc., an affiliation of Encyclopedia Britannica, for the domestic distribution of its feature and short subject backlog in 16mm versions to the non-theatrical market, it was learned yesterday.

It was said that under the deal, Loew's would receive a guarantee of \$5,000,000, with \$500,000 payable in advance, for the "small gauge" product, which totals over 1,000 films.

23 Films Submitted For TOA's Festival

Some 23 motion pictures have thus far been entered by foreign distributors in New York for screening during the Foreign Film Festival planned by the Theatre Owners of America prior to its national convention here. The screenings will be held Sept. 12, 13, 17, 18, 19 and 20, at the Museum of Modern Art.

Six pictures will be selected from the product entered into competition for honors. The TOA screening committee, which will judge the product, includes Arthur L. Mayer, chairman, Herman Weinberg, Monroe Greenthal, Julian Bass, and Richard Griffiths.

TOA reported that 75 distributors of foreign product in America have received invitations to enter product in the festival. Screenings of product submitted must be ready for distribution in the domestic market.

SEG Members Approve AMPP, ATPF Contract

From THE DAILY Bureau

HOLLYWOOD, Aug. 15 — The Screen Extras Guild membership voted almost unanimous approval of a new contract with the Association of Motion Picture Producers and the Alliance of Television Film Producers embodying a two-dollar daily wage increase in all basic classifications, together with other benefits, president Richard H. Gordon announced today.

Among additional benefits is a two-and-a-half per cent increase effective Jan. 30, 1958.

Shor Reports:

Allied Would Enlarge Scope Of Roundtable

Wants Also to Include Prod.-Dist. Problems

Special to THE DAILY

LOUISVILLE, Ky., Aug. 15—The board of directors of Allied States Association has authorized its officers, who recently issued another "call" for an all-industry conference, to "enlarge the scope of such a roundtable meeting to include not only theatre problems, but also those confronting producer-distributors," according to Allied president Rube Shor.

The head of the exhibitor group, which completed its two-day board meeting at the Kentucky Hotel here today, said the Allied directors ratified the renewed bid for such a top-level meeting and urged the Allied leaders to press for such a meeting with the company presidents to whom
(Continued on page 2)

Italians to Seek Co-Production Deals

The Italian government is seeking to bolster its motion picture industry by interesting American producers in co-production deals, according to Dr. Eitel Monaco, president of ANICA, and Giuseppe Brusasca, Italian Undersecretary for Entertainment, Sports and Tourism, both of whom arrived in New York yesterday from Rome aboard the "United States."

The Italian industry personages, speaking through an interpreter, E.
(Continued on page 5)

Paramount Has Nine Ready for Next Year

From THE DAILY Bureau

HOLLYWOOD, Aug. 15—So swift has been Paramount Pictures' production pace in recent months that nine of the pictures the company will release next year already are completed or in the final editing stage, the company reported. These are
(Continued on page 5)

PERSONAL MENTION

CHARLES M. REAGAN, Loew's vice-president in charge of distribution, left New York yesterday for the Coast.

RALPH E. McCLANAHAN, president of the Kentucky Association of Theatre Owners, has been elected president of the newly-organized Cumberland Associates, holding company of Louisville.

HAROLD GABRILOVE, chief barker of the Variety Club of Albany, N. Y., has returned there following a trip to Europe.

LOUIS STRICKLAND, president of Strickland Films, Atlanta, has left there with his family for New York.

JAMES GRADY, Loew's Theatre division manager for Westchester and the Bronx, has been elected a director of the National Bank of Westchester.

JAMES CHENEY, who has been manager of the Forrest Drive-in Theatre, Valdosta, Ga., has been named manager of the Martin Drive-in Theatre there.

'Lisbon' Bookings Set In 300 Key Cities

More than 300 key-city bookings have been made for Republic's "Lisbon," from Aug. 15 to Sept. 20, the company has announced.

Following openings yesterday in Los Angeles, San Francisco, and Milwaukee, the picture is slated for engagements in such top theatres as: Carolina, Charlotte; Joy, New Orleans; Loew's State, Cleveland; Brandt's Mayfair, New York; Harber, Oklahoma City; Fox, St. Louis; Paramount, New Haven; Palace, Albany; Keith's, Washington; Stanley, Philadelphia; Metropolitan, Boston; Fox, Atlanta; Circle, Indianapolis; Orpheum, Oklahoma City; Majestic, Dallas; Denver, Denver.

Name Ted Emerson to Manage Goldberg Circuit

OMAHA, Aug. 15—The appointment of Ted Emerson as general manager of the R. D. Goldberg Theatre circuit was announced here this week. He was associated with Tri-States Theatres in Omaha 20 years and he succeeds Jack Spring, who resigned.

The appointment came following the death of Ralph D. Goldberg, 58 who was also an extensive property owner.

Urge Enlarged Roundtable

(Continued from page 1)

formal invitations have been sent.

Shor said the board discussed the Senate Small Business Committee recommendation that the "industry solve its problems from within" and all other phases of the Senate group's report. The Allied leader said the association's general counsel Abram F. Myers had been instructed to contact the Small Business Administration regarding loans to theatres—another matter which the SSBC had recommended in its report on industry trade practices.

Myers told the Allied directors he had already contacted some officials in the S.B.A. regarding this matter.

It was also disclosed that the Allied board of directors has appealed

years ago also for non-payment of dues.

Shor said the Allied Emergency Defense Committee, which met prior to the board meeting, reported to the national group's directors that the "most threatening development in the industry since last May was the Loew's policy of 50 per cent rental without adjustment on such films as 'I'll Cry Tomorrow' and 'High Society.' This switch in sales policy by M-G-M, which used to be known as the 'friendly company,' is likely to set a precedent in the industry which could be adopted by other companies and be harmful to theatres," the group declared.

Shor said that the directors have advised the membership "to look, listen and be careful when dealing with M-G-M." He said that National Allied "is hurt and indignant at M-G-M for switching its policies and hopes that they will revert back to their 'friendly' policy of adjusting rentals to conform to business."

A spokesman for M-G-M, when told of this statement said that he had "no comment."

Defends Rembusch

Shor also disclosed that the National Allied board "took exception to the campaign of harassment and reprisal by some distribution companies against Trucman Rembusch for his testimony before the Senate committee. This amounts to a blow to National Allied and is a conspiracy against persons who would testify before Congress," it was said.

It was also reported by the exhibition leader that the Allied directors upon learning of trade rumors that Myers may tender his resignation as Allied board chairman and general counsel, have given Myers "a vote of confidence."

Time and place for the 1958 National Allied Drive-In Convention were set during the board meeting. It will be in Louisville, Ky., Feb. 4 through 6.

to Spyros P. Skouras, president of 20th Century-Fox, asking him "to reconsider his decision to issue only CinemaScope trailers. This policy of eliminating 2-D trailers, would be a burden on theatres," it was said.

Shor also reported that the board authorized him to appoint a committee to study "all future moves to eliminate the complete admissions tax."

Other actions taken by the Allied board included alerting its "watch-dog" committee on equipment standardization to study newly-developed theatre equipment and the suspension for a second time of Allied Theatre Owners of Eastern Pennsylvania's membership in Allied States Association, Shor said. The Eastern Pennsylvania affiliate, which is headed by Sid Samuelson, was suspended some

Rank's 'Reach for Sky' Breaks English Record

From THE DAILY Bureau

LONDON, Aug. 13 (By Air Mail)—Several American pictures are doing outstanding business here at present, but top grosses are going to the Rank Organization's "Reach for The Sky," now in its fifth week at the Leicester Square Odeon.

On a pre-release run round beach resorts and selected provincial centres, it broke the all-time record in at least 15 Rank theatres for any film played at each theatre in a holiday or non-holiday week. Starring Kenneth More, the film tells the story of Douglas Bader, Britain's wartime RAF hero.

U. S. films doing well include "The Searchers," which registered the best opening weekend business at the

Seltzers' 'Boss' Slated For 4 Midwest Cities

From THE DAILY Bureau

HOLLYWOOD, Aug. 15—Seltzer Brothers today announced that, in view of Kansas City Mayor Roe Bartle's second rejection of their offer to premiere their production, "The Boss," in that city, despite their assurance that it does not depict Kansas City as its setting, they will book it into Des Moines, Omaha, Lincoln and St. Louis within the next 10 days.

Warner Theatre; "Trapeze," just ending its sixth and last week at the Marble Arch Odeon; and "I'll Cry Tomorrow," which, following substantial grosses at Metro's Empire, has developed into a big success at the smaller Ritz Theatre where it plays five times daily.

... NEWS ROUNDUP

ACE Honors Two Editors

The American Cinema Editors' Hollywood organization, honored film editors Eda Warren and George A. Stone with individual scrolls at a membership luncheon this week at Luce Restaurant. ACE president Warren Low made the presentations.

MPRF Chooses Paintings

The five winning original paintings from which this year's Motion Picture Relief Fund Christmas Cards will be made have been selected. The winners are: "The Chimney" by Jacqueline Anderson; "The Stained Glass Window" by Boris Deutsch; "Special Delivery" by Harper Goff; "The Holy Family" by Virginia Johnston; and "Stand-In" by Ben Mantz.

Ask Women on CBC Board

The Quebec Women's Institute has proposed that women should be included on the board of governors of the Canadian Broadcasting Corp.

Two for Release by Bell

Bell Film Exchange has acquired two films and will release in the New York City, Buffalo and Albany exchanges "Alone in the Streets" and "The White Oat," starring Fernandel.

Canada Film Exports Dip

The Canadian Government reports from Ottawa that film shipments to foreign markets dropped to \$1,941,000 in the first half of 1956 in contrast to \$2,218,000 in the corresponding half of 1955.

'Giant' Tune Rights to Capitol

Capitol Records this week acquired the album rights, without hearing fee, to the sound-track recording of Dimitri Tiomkin's score for George Stevens' production of Edna Ferber's novel, "Giant," scheduled for Warner Brothers release this Fall. Tiomkin will begin scoring the film next Wednesday.

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PEOPLE

ed C. Zusi, sales engineer for B. Du Mont Laboratories, has promoted to the post of marketing manager of industrial electronics, a new operation, by which the company will consolidate all sales merchandising of industrial electronic systems.

Henry Ginsberg, producer, and George Stevens, director, accompanied by William Hendricks, Warner Brothers studio publicity director, confer in New York next week on motion plans for "Giant."

Arthur Wilde, who resigned from Arthur P. Jacobs Co. last week, joined the Blowitz-Maskel Public Relations Bureau, Hollywood, in an associate capacity.

Paul Keough, veteran Oklahoma showman, will assume management of the State Theatre there after absence of several years. He started as an usher at the Warner Theatre in 1936 and five years later was promoted to house manager of the State. In 1948 he became the first manager of the Center Theatre.

Peter Weil has been named manager of the technical products division at Allen B. Du Mont Laboratories, it has been announced by Irving G. Rosenberg, vice-president and general manager of the division. Most recently Weil has been special assistant to the president's office assigned financial evaluation, planning and control.

Live-in Ban Denied

BERLIN, Conn., Aug. 15 — A proposed Zoning Commission ban on building of outdoor theatres in this Hartford suburb has been denied by the Commission. The proposal was made by a resident, Howard M. Culver, who has long opposed plans of George LeWitt, veteran New Britain, Conn., theatre owner, to build Berlin's first drive-in. The Commission was unanimous in rejecting Culver's proposal.

Music Hall One-Week

Record to 'High Society'

I-G-M's "High Society" finished its one week at Radio City Music Hall last night by setting a new record for a non-holiday week with an estimated gross of \$196,500. Business was at virtual capacity from opening to closing for the entire week. The picture and stage presentations continue.

Top seven-day grosser at the Music Hall is "The Glass Slipper" with \$203,325 for Easter Week last year, followed by "Rose Marie" with \$198,900 for Easter Week, 1954.

More Summer Crowds . . . U. K. Finance Paper Cites 'U. S. Trends'



The return of Frank Sinatra to New York's Paramount Theatre for an in-person engagement in conjunction with the premiere of his first independent production, "Johnny Concho," was the occasion for such queues all day long as this one on 43rd Street reaching almost to Eighth Avenue from the front of the theatre on Broadway. Receipts for the day totaling \$21,000, set an all-time record for a non-holiday opening at the house. "Concho" is a United Artists release.

Expect Report by MPAA Ad-Pub Unit Next Week

The advertising and publicity directors committee of the Motion Picture Association of America is expected to convene sometime next week to complete its report on means of bolstering the box office for presentation to the MPAA directors, it was learned here yesterday.

A meeting of the full advertising-publicity group has been put off as one of its sub-committees, the merchandising group headed by Alfred H. Tamarin of United Artists, has not completed its report on the proposal concerning a national, regional, state and local "giveaway" contest.

The sub-committee was delayed by the necessity of having MPAA's legal group study all aspects of staging "giveaway" contests. The lawyers approved the proposal "with reservations."

GPE Stock Dividend

A dividend of 60 cents per share on the common stock of General Precision Equipment Corporation payable Sept. 15 1956 to stockholders of record Aug. 31 has been announced by the board of directors. It also declared a regular quarterly dividend of \$1.18 per share on the \$4.75 cumulative preferred stock and the initial quarterly dividend of 40 cents per share on the new \$1.60 cumulative convertible preference stock, both payable Sept. 15 to stockholders of record Aug. 31.

French Film to Open

Columbia Pictures' "Papa, Mama, the Maid and I," which was one of the six most successful film releases in France last year, will have its American premiere at the Paris Theatre Aug. 27, the company announced yesterday. In addition to sub-titles, the film has an English narration by Claude Dauphin, the actor.

Navy To Aid Opening Of 'Boats' Here Today

Universal-International's "Away All Boats" will have its New York premiere at Loew's State Theatre today with the band from the U. S. Navy aircraft carrier "The Lake Champlain" on hand and with "early bird" customers receiving free books and records.

The U. S. Navy Recruiting Service has gone all-out in cooperation to help promote the opening. A scale model of the world's first atomic powered submarine, the U. S. S. "Nautilus" has been loaned to the State to be displayed in the lobby during the run of the picture. A color guard of 15 WAVES will be on hand at the recruiting booth at the theatre at the opening to help mark the 14th Anniversary of the WAVES. WAVE Dolores Woods has been making a series of television and radio appearances to help promote the opening of the picture.

Judy Tyler, stage and television actress, who has been chosen "Miss Away All Boats" by the 3,000 officers and men of "The Lake Champlain" will be crowned at the opening festivities today.

'Bus' Opens Big in A.C.; Set for Roxy Aug. 29

ATLANTIC CITY, Aug. 15—20th Century-Fox' "Bus Stop" grossed \$4,269 on the opening day of its premiere engagement at the Warner Theatre here yesterday—a figure which topped "The King and I" and "The Seven Year Itch" by margins of 50 and 65 per cent respectively, the company has reported.

Based on the first day's gross the Marilyn Monroe-starrer is expected to rack up one of the largest opening weeks the theatre has had since "The Robe" three years ago.

Meanwhile it was announced in New York that the picture will open at the Roxy Theatre Aug. 29.

U. K. Finance Paper Cites 'U. S. Trends'

By PETER BURNUP

LONDON, Aug. 12 (By Air Mail) —Under the heading "New Trends in U.S. Films," the "Financial Times," has printed an article from its U.S. Industrial Correspondent which has provoked much discussion here. The article refers to the attendance records registered by "Moby Dick" and remarks that this was good news for the whole U.S. film industry. "Signs that the public can still be attracted by a single film are heartening," it says.

Sees 'Limited Recovery'

The writer goes on to argue, however, that it will need "something extra special in the way of pictures to bring about a revival in film-making at this stage" and claims that latest attendance figures represent "a reversal of the limited recovery that set in with the advent of wide screen and three-dimensional movie-making in 1953-4. . . . By now, it appears, the novelty of the wide-screen processes has begun to wear off and people are drifting back to their tv sets."

The "Financial Times" commentator discusses current multi-million-dollar ventures—e.g., "Moby Dick," "The King and I," "War and Peace," "Ten Commandments," *et al*—and estimates that the top most expensive dozen or so films of 1956 will involve combined outlays of around \$50 million.

Warns of Slump

The article concludes: "The Hollywood answer to the long-term and short-term slump appears to be to try to win back customers by the quality of films alone. . . . Their policy of high spending is a big gamble. If their reasoning is sound, and people can still be attracted to the pictures by a "Moby Dick" or a "War and Peace"—both based on classics of literature—not to mention a wide-screen "Ten Commandments" in glorious colour, with a cast of thousands of extras, they may get back their investment plus a great deal more. But if the public still stays away, the industry may face the worst slump of all, one that hits profits hard—as well as gross from attendance."

'Thrillarama' Suspends; Further Work Required

Special to THE DAILY

HOUSTON, Aug. 15 — Performances of "Thrillarama Adventure," first production in the new wide-screen process utilizing two cameras and projectors, have been suspended at the Metropolitan Theatre here, due, it is said, to mechanical difficulties, which are expected to be resolved after further work.

The picture had its premiere here last week and had run for five days before its suspension.

MOTION PICTURE DAILY'S BOOKING CHART

ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS
							(Aug. Releases)	(Sept. Releases)	
	AUTUMN LEAVES Joan Crawford Cliff Robertson 108 min. Rev. 4/19/56	(Sept. Releases) LUST FOR LIFE (Color) Kirk Douglas Anthony Quinn CS 122 min. Rel. 9/15/56		(Aug. Releases) THUNDER OVER ARIZONA (Color) Skip Homeier/ Kristine Miller Naturama 75 min. Rev. 8/13/56	(Sept. Releases) BACK FROM ETERNITY Anita Ekberg Robert Ryan		HUK George Montgomery Mona Freeman 84 min. Rev. 7/26/56	I'VE LIVED BEFORE (Color) Leigh Snowden Jock Mahoney 82 min.	THE BURNING HILLS (Color) Natalie Wood Tab Hunter 94 min. Rev. 7/27/56
STRANGE INTRUDER Ida Lupino Edmund Purdom Ann Harding 81 min. (Rel. 9/2/56)	HE LAUGHED LAST (Color) Frankie Laine Lucy Marlow Technicolor 77 min.	TEA AND SYMPATHY (Color) Deborah Kerr John Kerr CS Rel. 9/28/56	THE VAGABOND KING (Color) Oreste Kathryn Grayson VV 85 min.	LISBON (Color) Ray Milland Claude Rains Naturama 90 min. (Rel. 8/17/56)	BEYOND A REASONABLE DOUBT Dana Andrews Joan Fontaine 80 min. Rel. 9/5/56	THE LAST WAGON (Color) Richard Widmark Felicia Farr CS	RUN FOR THE SUN (Color) Richard Widmark Jane Greer 99 min. Rev. 7/24/56	RAW EDGE (Color) Rory Calhoun Yvonne de Carlo 76 min. Rev. 7/24/56	THE BAD SEED (Color) Nancy Kelly Pattie McCormack 127 min. Rev. 7/25/56
FIGHTING TROUBLE Huntz Hall Stanley Clements 61 min. (Rel. 9/16/56)			SEARCH FOR BRIDEY MURPHY Louis Hayward Teresa Wright VV	A STRANGE ADVENTURE Joan Evans Ben Cooper 70 min. Rev. 8/2/56				WALK THE PROUD LAND (Color) Audie Murphy Pat Crowley CS 88 min. Rev. 7/10/56	A CRY IN THE NIGHT (Color) Edward O'Brien Brian Donlevy Natalie Wood 75 min. Rev. 8/13/56
CALLING HOMICIDE Bill Elliott Kathleen Case 61 min. (Rel. 9/30/56)	(Sept. Releases) 1984 Edmond O'Brien Jan Sterling 91 min. Rev. 7/19/56	(Oct. Releases) THE POWER AND THE PRIZE Robert Taylor Elizabeth Mueller CS Rel. 10/12/56			(Oct. Releases) TENSION AT TABLE ROCK (Color) Richard Egan Dorothy Malone Cameron Mitchell (Rel. 10/3/56)	AMBASSADOR'S DAUGHTER (Color) Olivia de Havilland John Forsythe 102 min. Rev. 7/26/56			THE AMAZON TRADER John Sutton 43 min. Rel. 9/8/56
	MIAMI EXPOSE Dennis O'Keefe Patricia Medina 73 min. Rev. 7/31/56	THE OPPOSITE SEX (Color) June Allyson Ann Sheridan Dolores Gray CS Rel. 10/12/56	THE MOUNTAIN (Color) Spencer Tracy Robert Wagner Claire Trevor VV 105 min.	(Sept. Releases) DANIEL BOONE TRAIL BLAZER (Tricolor) Bruce Bennett Lon Chaney	PUBLIC PIGEON NO. 1 Red Skelton Vivian Blaine	BANDIDO (Color) Robert Mitchum Gilbert Roland Zachary Scott Ursula Thiess CS 92 min.	PILLARS OF THE SKY (Color) Jeff Chandler Dorothy Malone Ward Bond Keith Andes CS 95 min. Rev. 8/9/56	(Oct. Releases)	GIANT (Color) Rock Hudson Elizabeth Taylor James Dean
YAQUI DRUMS Red Cameron J. Carrol Naish Mary Castle Robert Hutton (Rel. 10/11/56)	SPIN THE DARK WEB Lee Paterson Faith Domergue 76 min.	BOOM TOWN (Re-release) Clark Gable Spencer Tracy Hedy Lamarr Rel. 10/19/56 Rev. 8/2/40							
THE CRUEL TOWER John Ericson Mari Blanchard Charles McGraw Steven Brodie (Rel. 10/28/56)	STORM CENTER Bette Davis Kim Hunter 85 min. Rev. 8/1/56		THE MAN IS ARMED (Color) Dane Clark May Wynn			TEENAGE REBEL (Color) Michael Rennie Ginger Rogers CS	PHARAOH'S CURSE Mark Dana Ziva Shapir 66 min.	SHOW DOWN AT ABILENE (Color) Jock Mahoney Martha Hyer 80 min.	
							GUN BROTHERS Buster Crabbe Neville Brand Ann Robertson 79 min.		

TOA for Meet

(Continued from page 1)

Cincinnati has proposed such a meeting on the basis of recommendations made in the recent Senate Small Business committee report on industry hearings which it held last spring. Shor's letters asking committee presidents to agree to a small meeting first, followed by a larger one with sales executives participating, were sent out last week. So far it can be learned, only a few companies have acknowledged the letter to now and none has agreed to a meeting with representatives of competing companies participating. Frank's statement is taken to mean TOA will not push for a separate meeting and, if invited to join in a meeting which may result from an Allied proposal, will do so. Otherwise, TOA probably will forego any attempt for the time being at least, it is felt.

bian and Rosen

(Continued from page 1)

Following zone managers: Alex Berin, Chicago; Moe A. Silver, Pittsburgh; Harry Feinstein, New York; Charles A. Smakwitz, New York; Ted Schlanger, Philadelphia; George A. Crouch, Washington; and R. Notaro, Hollywood. Some office executives present include S. Aarons, M. Alben, J. M. Brennan, N. D. Fellman, D. Fogel, G. Gagliardi, F. J. Damis, H. Berg, L. Isaac, F. J. Kiernan, B. Franze, H. R. Maier, W. F. March, Ted Minsky, W. S. McDonald, A. Rosen, L. Siegel, F. Stengl, B. Ronzweig, B. Wirth. Film buyers will include Saul Brin, Marvin Samuelson, Joe Weintraub, Pittsburgh; Harry Kaplowitz, New Haven; John McKenna, Newark; Ed Goldman, Chicago; Bernard Braks, Philadelphia; Louis F. Ribicini, Washington; Dan Triester, Hollywood.

Italians to Seek

(Continued from page 1)

Rogniotti of Italian Films Export, say they will be in America for a number of weeks. They plan to attend the world premiere here next Tuesday of "War and Peace" and to talk to a number of American industry executives. Monaco and Brusasca said they will be in the city later this week with Eric Johnston, president of the Motion Picture Export Association, in a general discussion on the Italian market and prospects for Italian films in the U. S. Johnston is expected to arrive here from Washington today or tomorrow. Commenting on "War and Peace," Rogniotti said that Monaco and Brusasca feel this VistaVision production which was a co-production agreement between Paramount Pictures and Dino DeLaurentiis, is the most important film ever made in

REVIEWS:

The First Traveling Saleslady

RKO—Lubin

HOLLYWOOD, AUG. 15

PRODUCER-DIRECTOR Arthur Lubin here has ventured into the quicksand-paved realm of period comedy, accompanied by Ginger Rogers, Barry Nelson, Carol Channing, David Brian and James Arness as principals, and has fared no better than the many other top men in his profession who have found it forbiddingly difficult to make yesterday's people seem real to today's people, and practically impossible to make them seem real and funny at the same time. (Successful period comedies are the rarest items in film history.)

The period explored in the Lubin production—which has a print by Technicolor—is 1897, a time too far back to be remembered by people patronizing theatres today and not back far enough to have acquired a legendary familiarity, and the story rests on the then amusing idea of a corset saleslady trying to sell barbed wire. The Monday night audience at the Pickwood Theatre in West Los Angeles, where the picture was previewed, didn't seem to find the idea or its handling amusing enough to warrant forecast of a warmer reception elsewhere.

The script by Devery Freeman and Stephen Longstreet, who had visible difficulty in making 1956-type gags look right in 1897 dress, opens with Miss Rogers facing bankruptcy in her corset factory and resorting to barbed-wire selling, in the employ of her biggest creditor, by way of salvaging her livelihood. Accompanied by Miss Channing, her model and friend, she trains out for Texas, where stout ranchmen led by millionaire Arness have flouted President McKinley's order to fence in their ranges.

In New York and later, at various points along the road, she meets Nelson, who's driving a horseless carriage across country to prove it's possible, and they conduct a sort of armed romance that staves off its happy ending for 92 minutes within which are bracketed divers breakdowns, deceptions, finally a jury trial and a stampede precipitated to prove that barbed wire doesn't maim cattle.

Running time, 92 minutes. General classification. For August release.

WILLIAM R. WEAVER

Showdown at Abilene

U-I

ALTHOUGH "Showdown at Abilene" is another in Universal's series of Westerns in color and its stars are not as well known as those in the others, it is a much better-than-average entry in this genre. What makes it so is a well-written screenplay by Bernie Giler who forsook many of the overused cliches; tight and brisk direction by Charles Haas; and a good cast who make the characters they portray more than one-dimensional.

Jock Mahoney, late of television but now one of Universal's hopefuls, plays the leading role, that of an ex-sheriff who returns to Abilene following four years in the Confederate Army. The town believed him dead and the changes in it since his departure are considerable. His best friend, Lyle Bettger, has become a ruthless cattle baron in this territory once monopolized by farmers. His girl friend, Martha Hyer, has tried to stifle her loneliness with the aid of the one-armed Bettger whose brother was killed in the war. And the farmers, unable to cope with Bettger's methods, are uneasy and raring for a fight.

When Mahoney unexpectedly returns they want him to resume as sheriff. Bettger, seeing the discontent around him, persuades Mahoney to take the job despite the latter's refusal to use a gun. As sheriff he replaces one of Bettger's men, Ted de Corsia, who becomes the cattle man's foreman. Mahoney is able to keep peace in the town even without his guns.

But the showdown at Abilene isn't long in forthcoming when de Corsia, a bully and a blackguard, whips a young farmer to death for straying innocently on Bettger's property.

Howard Christie produced and he and his associates have come up with a tense, well-made film that should please Western addicts and pleasantly surprise others.

Running time, 80 minutes. General classification. For October release.

J. R.

Paramount

(Continued from page 1)

apart from Cecil B. DeMille's production of "The Ten Commandments" and Ponti-DeLaurentiis' "War and Peace," both of which will figure prominently in Paramount's 1957 release schedule.

Meanwhile, several additional pictures that are expected to reach the theatre screens in 1957 are in advanced stages of preparation or filming at the studio, it was stated.

The nine films in the vanguard of the studio's 1957 release build-up are "The Rainmaker," "The Buster Keaton Story," "The Jim Piersall Story," "Flamenco," "Beau James," "The Lonely Man," "Gunfight at the OK Corral," "The Loves of Omar Khayyam" and Audrey Hepburn and Fred Astaire in "Funny Face."

Six productions have been slated for release during the remainder of 1956—"Pardners," "The Vagabond King," "The Search for Bridey Murphy," "The Mountain," "Three Violent People" and "Hollywood or Bust."

Surveys Show

(Continued from page 1)

reports were as follows: "Star & Tribune" found that 72 per cent of its readers opposed to pay-TV; the "New York Herald Tribune" 76 per cent; the El Paso "Herald Post" 93 per cent; the Houston "Post" 78 per cent; Cincinnati "Post," 97 per cent; and the Knoxville "News Sentinel," over 99 per cent opposed.

In addition, the NARTB said that "Pulse" made a special impartial survey in the New York area for "Television Age" magazine and discovered that 79 per cent of those interviewed were against it.

The NARTB brochure entitled "Americans Speak Out For Free TV," also presents the results of a professional survey conducted by Elmo Roper & Associates which showed that 62 per cent of the public interviewed were against pay-TV.

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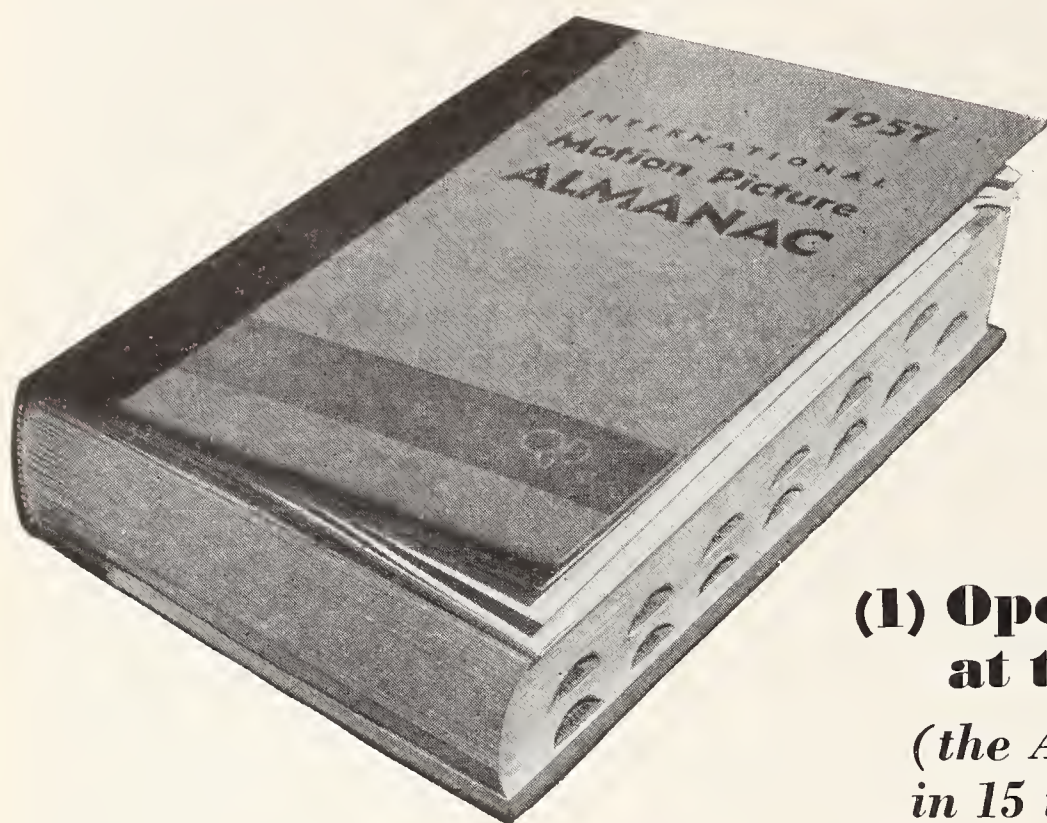
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TEN CENTS

Financial Authority Urged To Revitalize the Industry

Build Compo, Is Coyne Plea

Pinanski Suggests that COMPO Call Fiscal Experts to Develop Program Designed to Make The Industry More Attractive to Investors

By LESTER DINOFF

(Picture on Page 4)

The Council of Motion Picture Organizations must be strengthened from "within the motion picture industry" and that is its primary objective, Robert W. Coyne, special counsel and a member of the COMPO triumvirate declared here yesterday following his acceptance of a meritorious award as a tribute from the Independent Theatre Owners Association.

Coyne was introduced to some 125 industry figures at a Sheraton-Astor Hotel luncheon meeting by ITOA president Harry Brandt, who also declared that "the sole way which COMPO could continue to live is by having its entire membership pay dues, for money is its life blood."

Brandt, in presenting Coyne with

(Continued on page 4)

The motion picture industry, utilizing the Council of Motion Picture Organizations as the focal point, should institute a roundtable conference "to develop a blueprint under which we could refinance our industry and put it on a sound economic basis so that our business would become attractive to outside investors," Sam Pinanski declared here yesterday during a luncheon meeting of the Independent Theatre Owners Association at the Sheraton-Astor Hotel.

Pinanski, along with Robert W. Coyne, special counsel of COMPO, and Robert J. O'Donnell, chairman of the 1956 COMPO national tax campaign committee, were guests of honor at the ITOA meeting which was presided over by president Harry Brandt. Members of the Metropolitan Motion Picture Theatre Association and distribution executives were guests at the lunch.

Expressing gratification at the results of the tax repeal campaign

(Continued on page 4)

New 'Commandments' Deals to Be Set in Feb.

No additional theatre engagements for Cecil B. DeMille's "The Ten Commandments" beyond the 15 already set will be made until next February, Charles Boasberg, in charge of the special Paramount Pictures sales division handling "Commandments" and "War and Peace," said yesterday.

The 15 engagements previously announced will have their start from Nov. 9 up to Christmas. All are two-a-day, reserved seat engagements, with the distributor retaining control of the runs, which could be for a year or more in individual situations.

When additional deals are set in February, they are expected to number between 50 and 60 and likewise will be on a roadshow basis.

Although "War and Peace" runs nearly three hours and one-half the marketing plan for it permits continuous performances.

Frank Meyer, Pioneer Zukor Partner, Dies

Frank Meyer, motion picture industry pioneer who became one of Adolph Zukor's chief aides when the latter founded Famous Players Films in 1912, died suddenly yesterday at his Bronxville, N. Y., residence. He was 79 years of age.

Funeral services will be held at 10 A.M., Monday at Campbell's, 81st Street and Madison Avenue, New York. Interment will follow at Woodlawn Cemetery, the Bronx.

Meyer, who joined Paramount Pictures Corporation when it evolved from Famous Players, served the subsequent company in several executive capacities. He lived in retirement during the past six years after having held for many years the triple post of assistant secretary, general man-

(Continued on page 6)

Coincides With Western Findings

New York Newspapers Favor TV Over Films in Free Space Allocations

The pronounced disproportion of newspaper space allocated to television and radio, as compared to motion pictures and theatres, which was found by a survey conducted by National Theatres to exist in key cities of the West and Midwest, is duplicated in New York, a MOTION PICTURE DAILY study discloses.

The condition also was shown to be characteristic of Minneapolis, as reported in MOTION PICTURE DAILY on Aug. 13.

In New York as in the other cities, the newspapers accord tv and radio almost double the free space given

over to films and theatres. This, despite the fact that theatres not only buy vastly more newspaper advertising space than do tv and radio, but also pay a premium rate for it, not paid by the lesser tv and radio advertisers.

Furthermore, as Elmer C. Rhoden,

(Continued on page 2)



Robert Coyne

Small Theatre Owners Will Meet Needs

Financing Sources Sought to Many Theatres

By J. A. OTTEN

WASHINGTON, Aug. 16. — The small theatre will probably receive a loan of under \$25,000 in order to modernize, the Small Business Administration was told today. The figure was given in a brief presented to the SBA by a recently elected Theatre Owners of America committee, which seeks to obtain government loans to rehabilitate small theatres throughout the country. The committee pointed out that "it was not possible to estimate accurately the amount which might be required by the average theatre," but said the

(Continued on page 4)

315,750 WB Shares Bought by Semenenko, Allen

A total of 315,750 shares of common stock of Warner Bros. Pictures, Inc. were owned by Serge Semenenko and Charles Allen, Jr., joint owners of an investment group which recently bought the film company. This was revealed in a statement sent to shareholders on Wednesday.

Semenenko and Allen are the second and third largest individual owners of stock in the company, while Jack L. Warner, president, is the largest. Semenenko owns 160,000 shares, Allen 5,750 shares and Warner 212,000 shares.

Subject to the approval of stockholders

(Continued on page 6)

Names Reception Committee for Meet

Theatre Owners of America's reception committee, which will welcome the visiting executives and their guests at the organization's meet, September 20-24, at the New York Coliseum, was announced yesterday by Myron N. TOA president.

The committee, named by Samuel

(Continued on page 6)

PERSONAL MENTION

JAMES P. CLARK, president of National Film Service, is in Chicago from Philadelphia as a delegate to the Democratic National Convention.

LOU BROWN, advertising-publicity manager of Loew's Poli-New England Theatres, has returned with his family to New Haven following a trip through the South.

JACK LEVINE, son of **HERMAN LEVINE**, head of the Stanley Warner real estate department in Philadelphia, has completed his Army service and now is attending New York Law School.

ROBERT ALDRICH, Columbia Pictures producer-director, will return to New York today from London via B.O.A.C.

WILLIAM L. LAWRENCE, head of Eastern program development for California National productions, will arrive in Hollywood today from New York.

WALTER PENN, industry sales veteran, has been named manager of the new Dallas branch of Dominant Pictures Corp.

JACK GARFEIN, director, will return to New York tomorrow from Florida.

NATHAN C. BRAUNSTEIN, of Screen Art, has acquired the United States rights to the Spanish film satire, "Welcome, Mr. Marshall."

Alan Ladd Announces Three for Warners

BURBANK, Cal.—Three new pictures have been announced by Alan Ladd's Jaguar Productions for Warner Bros. release. They will follow Jaguar's "Buffalo Grass" which is currently being filmed. Ladd's independent company has already completed three features for Warner Bros.

The first of three upcoming Jaguar films, currently in preparation to go before the cameras, will be "Off the City Streets," a story of juvenile delinquents. Ladd will be producer only on this one. "The Deep Six," a Navy drama in which Ladd will star, will follow, and "Guns of the Timberland" will be the third.

The most recently completed Jaguar film is "A Cry in the Night," scheduled soon for Warner Bros. release.

N. Y. Papers

(Continued from page 1)

president of National Theatres, pointed out in connection with his company's survey of the situation in the Western newspapers, in pursuing the policy they do, the newspapers are nurturing their competitors for the advertising dollar.

A spot check of four New York morning newspapers over the past week revealed that motion pictures and theatres get approximately one inch of free space for every four inches of paid advertising, whereas tv and radio are given more than two inches free for every inch of their advertising, paid for at the lower rate. This does not include Saturday-Sunday magazine sections devoted largely or exclusively to tv and radio, but it does include the free program listings for tv and radio.

Three Newspapers Checked

The New York newspapers checked were the News, Mirror, Herald-Tribune and Times.

During the six-day period that included last weekend, theatres and films used 2,970 column inches of space in the four, and received 765 inches of promotional copy. Meanwhile, the tv networks received 1,239 inches of free copy for their 512 inches of paid advertising. The ratio is 129.1 per cent advertising and 33.2 per cent free space for exhibitors and 22.1 per cent advertising and 53.7 per cent promotional copy for tv.

Generally, motion pictures fared better in the Sunday editions when the ratio increased nearly 50 per cent. For the 618 inches of paid advertising, films received 301 inches of free copy, the survey revealed; tv and radio, however, are given their own magazine and Saturday-Sunday sections. No movie magazine is published by a New York newspaper as a supplement, but the Saturday-Sunday feature and amusement sections of the papers do give extra space to motion pictures, but usually on a lesser scale than to tv and radio.

Rhoden Sees 'Double Sin'

On the basis of results of the National Theatres survey, Rhoden charged that newspapers are committing "a double sin—mass homicide of motion pictures and theatres, and journalistic suicide."

Motion pictures using five times as much ad space as tv and radio, received publicity and news (only) on a ratio of 50 per cent to advertising, he said. The newspaper program logs were excluded in most of the N.T. surveys, but the ratio of free to paid space would have been higher had they been included.

Rhoden instructed N.T. managers to visit newspaper publishers and editors in their territories and call their attention to the situation.

New Method Splices Film by Radio Waves

HOLLYWOOD, Aug. 16—An electronic method of film splicing which utilizes radio frequency power to weld film is currently being demonstrated at the Motion Picture Research Council.

Called dielectric splicing, this new system does away with solvent type cements that are normally used to fuse splices and instead uses the heat transmitted by radio frequency waves. The result is a stronger and longer lasting fusion.

The system was developed when it was found that DuPont's new polyester base film "Cronar" would not fuse properly with the application of regular cements. Subsequent experiments also have shown that triacetate safety base film will respond favorably to the electronic splice.

Other advantages of the dielectric method are: (1) film processes using negative requiring a splice of not more than .03 inches gain added strength when fused in this manner; (2) projection life of the release print is appreciably increased, and (3) the system is adaptable to splicers now found in studio laboratories.

DuPont representatives Milton R. Holm and Charles Wickham, here from New Jersey to conduct the demonstrations, pointed out that information and specifications for the system will be made available to any qualified source.

'Tom and Jerry' Fete At Plaza Theatre

A "Tom and Jerry" Festival will open at New York's Plaza theatre Aug. 28, the management has announced. Following a trend in European countries that has reportedly proven popular, the Plaza will offer an elaborate all-cartoon program to its patrons comprising some of the more well-known of the "Tom and Jerry" series as well as a number of other popular cartoons, all released by M-G-M. The Festival will run for three weeks. It will be followed Sept. 17 by the world premiere of "Lust for Life."

TV Monopoly Hearings

WASHINGTON, Aug. 16 — The Celler anti-monopoly subcommittee will open hearings in New York sometime around September 12 on monopoly problems in the tv industry.

According to the Committee staff, the hearings, will probably run for about three weeks in New York, with a possibility of picking up at a later date in Washington. It is expected that representatives of the television networks will appear before the committee, but as yet no list of specific witnesses has been made up.

... NEWS ROUNDUP

Plan Drive for Aid to Greece

Leading exhibitors in all parts of the country have accepted regional chairmanship posts in an immediate drive to raise funds for the 20 survivors of the July 9 earthquake on the Greek Island of Thera. The campaign, initiated at the recommendation of 20th Century-Fox ident Spyros P. Skouras and is being directed by W. C. Gel Fox vice-president, is seeking to provide immediate assistance through the staging of fund-raising performances and previews.

The drive, to be launched within the next two weeks, will see the of every type and size holding special programs with proceeds to the redevelopment of Thera.

Upstate Hotel to Schine

Schine Hotels Corporation has chased the 200-room Queensbury hotel in Glens Falls, N. Y., for \$1,000. The Schine circuit operates Rialto Theatre in that city. Acquisition of the hotel marks the return of the Schine Hotel interests to this town. In 1954 they sold the Ten Eyck Albany, to the Sheraton Corp., operating it for nine years.

3 Sunday Shows for Sinatra

Frank Sinatra, currently performing in at the Paramount Theatre where he is appearing with his picture, "Johnny Concho," will triplets Sunday night. He is scheduled to appear also on the Ed Sullivan show, CBS, Channel 2, and the Allen Show, NBC, Channel 4, between 8 and 9 P.M.

M. H. Record for 'Society'

The highest box-office gross for any opening week in the history of the Radio City Music Hall has been scored by M-G-M's "High Society" starring Bing Crosby, Grace Kelly and Frank Sinatra. Opening on Thursday, Aug. 9, the musical in VistaVision with color by Technicolor, took \$198,419 in its first seven days, theatre reports.

RADIO CITY MUSIC HALL
Rockefeller Center
BING GRACE FRANK
CROSBY • KELLY • SINATRA
in "HIGH SOCIETY"
in VistaVision and Color
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

More Details

U.S.-Italo Pact to Aid Native Trade Units

Special to THE DAILY

ROME, Aug. 16—The frozen compulsory deposits of the American motion picture companies, according to a new film law recently approved by the Italian Parliament, will be used for the financing, production, distribution and export of Italian films, or for the reconstruction or building of new theatres.

Under the recently signed three-film agreement between the Motion Picture Export Association and ANA, American companies "transport" the Italian industry at highly advantageous conditions the certification of the compulsory frozen deposits.

Deposits at \$5,000,000

The compulsory deposits of the American companies, at the design of Banca Nazionale del Lavoro, made up of the \$4,000 fees of the U. S. distributing companies, are obliged to pay for each release dubbed into Italian. The amount of these deposits is now in the neighborhood of \$5,000,000. The agreement covers the period from 1949 to the end of 1955.

Under the new Italian law, this amount is increased from \$4,000 to \$5,000 and the frozen compulsory deposits will be used as follows: up to 3.4 per cent for the financing, production, distribution and export of Italian films; up to 27.2 per cent for financing the opening of new theatres in towns where no theatres are presently operating, or for financing theatres for the projection of films for the people, and up to 36.4 per cent to "consolidate" Italian production and distribution.

Printing Must Be Done in Italy

The MPEA-ANICA agreement also stipulates that the printing of American films must be done in Italy by Italian industries. The Italian film law stipulates that theatres must exhibit American features 25 given days every year and that these 25 days must include at least three Sundays.

The new MPEA-ANICA agreement stipulates also that \$3,000,000 per year may be remitted by the American companies. The remittances, only, 22 per cent of earnings here, must be made quarterly. The balance must be deposited in frozen accounts and can be used by American companies only for the following purposes: 40 per cent for motion picture production in Italy; and 60 per cent for industrial purposes, also in Italy.

\$4,000 to \$8,800

Under the new law approved by the Italian government but not yet signed by President Giovanni Gronchi nor published in the Official Journal, the

Resort Centers, Drive-Ins Benefiting

Albany Area Summer Business Reported Spurting Ahead of '55

Special to THE DAILY

ALBANY, Aug. 16—August business is reported booming with top pictures in a number of Albany exchange district situations. Even without the strongest product, some drive-ins are enjoying excellent weekend patronage, when the weather breaks are with them.

Earlier-season predictions that 1956 would fall behind last summer's record have been modified. With continued favorable weather and with promising releases becoming available, drive-in operators now believe the season can match 1955. This opinion is contingent upon conditions remaining favorable into October.

Mountain resort towns and automobile theatres lead the way, but city indoor first-runs have attracted profitable trade with "The Eddy Duchin Story," "Moby Dick," "Away All Boats," "Trapeze," "The King and I" and one or two others.

250 Dates for 'Trapeze'

"Trapeze," which had extended playing time everywhere, proved to be United Artists' top grosser on the initial swing around. The first drive-in dates also produced substantial boxoffice figures. With repeats, the picture will play 250 engagements, the UA office here predicted. No customer objections to increased prices were reported.

Harry Lamont played "The Eddy Duchin Story" at his Rock Hill Drive-in, Sullivan County, at \$1 admission, to fine business. He upped the scale on the Columbia release 10 cents at the Vanderbilt in Greenville, and again drew well.

'Duchin Story' Popular

"The Duchin Story," which did nicely at Fabian's Palace in Albany, held for seven days at Sarto Small-done's 380-car Malta Drive-In, outside Saratoga, and grossed a reported \$3,950. Smalldone followed this with a four-day first-run engagement of "Walk the Proud Land." For the 11-day period his take was said to be \$5,500 to \$5,600—a high figure.

"Walk the Proud Land," after establishing a house record at Walter frozen compulsory deposit to be made by American companies for each dubbed version of a picture released here is increased from \$4,000 to \$8,800.

One of the chief effects of the new law is to increase the protection accorded native films and the burdens placed upon foreign film competition, of which the American film, of course, is the most important.

TV Effect Considered

In spite of this, the trade feels that it is quite probable the native film will be more and more affected by domestic television, as the latter becomes more common, particularly in small cities. While it is believed tv will draw away some of the theatre patronage, it is believed also that it will be taken first from the patronage for Italian, rather than the American films.

Reade's 1,425-seat Community in Hudson (the world premiere had a special scale of \$1 and \$1.25), opened to the biggest Sunday, for a Universal picture in the history of Chase Hathaway's Drive-In at North Hoosick.

"Away All Boats," registering a gross second only to "To Hell and Back" at the Stanley Warner Strand here, moved to the Ritz for a second week. The Universal exchange said the picture had also done strong business on the Schine Circuit, in Kallet towns of the Catskill Mts., and for Max Cohen in Liberty and Monticello. Vigorous promotion, with Navy cooperation, paid off.

The cooler summer has been beneficial to indoor theatres, industry men agree. The lower calibre of summer television programs is also a plus for the conventional houses. Hoping for a continuation of sizable audiences, exhibitors say this depends on a steady flow of top product.

Ten Nations' Features For Venice Festival

Special to THE DAILY

ROME, Aug. 16 — Pictures from some ten countries will be projected at the 17th Venice Festival which opens Aug. 28, the festival committee announces. New director of the Venice Festival is Dr. Floris Ammannati, who was vice-president of the Association of Catholic Exhibitors.

Films to be shown include "Gervaise," directed by Rene Clement, and "Traversie de Paris," directed by Claude Autant-Lara (France); "Bigger Than Life" directed by Nicholas Ray, and "Attack" directed by Robert Aldrich (United States); "The Road of Shame," by Kenji Mizoguchi and "The Harp of Burma" by Kon Ischikawa (Japan); "Calabuch" by Luis Berlanga and "Calle Major" by Bardem (Spain); "The Empire of the Sun" by Mario Craveri and Enrico Crast and "Suor Letizia" by Mario Camerini (Italy); "Captain Von Kopenik" by Helmuth Kautner (Germany); "Immortal Garrison" by Ag-ranenko and Tisse (Russia); "Torero" by Carlos Velo (Mexico); and "The Ogre of Athens" by Nikos Koundouros (Greece).

Members of the jury which, under new regulations, will award but one prize, "The Gold Lion of St. Mark," include John Grierson (Britain) president; Luchino Visconti (Italy); G. B. Cavallaro (Italy); Fridrikh Marcovich Ermler (Russia); Andre Bazin (France), and James Quinn (Great Britain). A Japanese representative will shortly be named.

R. S. Benjamin JDA Chairman

Robert S. Benjamin, board chairman of United Artists Corp., and president of the J. Arthur Rank Organization, Inc., will serve as chairman of the motion picture industry's 1956 drive in behalf of Joint Defense Appeal, it was announced yesterday by Harry Brandt, honorary chairman of JDA's motion picture division.



Robert Benjamin

A prominent attorney, Benjamin is a partner in the law firm of Phillips, Nizer, Benjamin and Krim.

Joint Defense Appeal is the fundraising arm of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith, the nation's oldest community relations agencies fighting bigotry and promoting better interfaith harmony. JDA's 1956 goal is \$5,600,000.

Benjamin disclosed that plans are under way for an industry-wide dinner in the fall which will launch the JDA drive.

FOR RENT: One Solid Gold Cadillac. Tested across the country. Power-packed for a great run in any situation — hardtop or open-air. Good deals for early birds. See the happy Columbia salesman. Offices in 33 key cities.

SSBC Plan

(Continued from page 1)

average loan would probably not exceed \$25,000. A typical loan at this figure, the brief said, would probably cover the possible cost of \$2,500 for screen, lenses and lighting; \$3,000 for sound equipment; \$15,000 for air conditioning and \$4,500 for general modernization, including seat refurbishing.

Sent to Barnes

The brief was sent to SBA Administrator Wendell B. Barnes, and was accompanied by a covering letter signed by committee chairman A. Julian Brylawski. Copies were sent to Secretary of the Treasury George M. Humphrey and Secretary of Commerce Sinclair Weeks. These two with Barnes, make up the SBA policy board, which will make the final decision as to whether or not the SBA will include theatres in its list of enterprises eligible for loans.

The covering letter referred to the recently issued report of the Senate Small Business Committee, which recommended that the SBA consider making theatres eligible for loans in cases where regular lending institutions would not grant credit. The letter went on to say that the committee report did not include all the facts and considerations which lead to the recommendation, and that the brief would provide the details, which the committee report omitted.

Conference Asked

The covering letter requested "the opportunity of relating the situation" in person to the three-man board and "perhaps assisting your office in the preparation of a plan whereby small Administration loans will be made available to the theatre industry."

The brief emphasized that an SBA loan to revitalize a small theatre would also serve to revitalize the entire business community in which the theatre operates.

In addition, the brief states that the SBA loans, if granted to theatres, "will help save the motion picture." The difference between profit and loss to the entire industry the brief said, "is in the amounts which can be realized from the operation of a small theatre."

Reviews Past Decade

In the last 10 years, the brief declared, almost every segment of the nation's economy has prospered while the exhibitor "has been faced with the dismal prospect of a decline in profit in an economy of increased costs." It has been estimated, the brief continued, that of the nation's 19,200 theatres, 10,900 are in financial distress and 5,200 are operating in the red. Most of these theatres, the brief said, are in suburban and small town areas.

"Although television was a contributing factor to this decline," the brief went on, "theatre attendance can be maintained at a sustaining level" after television has saturated a

Sam Pinanski Calls for Industry Meet



Sam Pinanski addressing the ITOA luncheon and proposing an all-industry conference to tackle solutions for the over-all problems of competition and showmanship. With him on the dais from left are Ned E. Depinet, Herman Robbins, R. J. O'Donnell and Harry Brandt.

(Continued from page 1)

which resulted in the exemption of some 17,900 theatres from Federal taxation, Pinanski declared that the industry "should develop a vehicle or an agency that would make available substantial sums of money that would enable us to refinance our industry on a sound, long term basis.

This is not the time or place to go into details, but I might say that I have in mind a sort of financial authority that could work in close cooperation with top financial institutions of our country in the financing of motion picture properties or projects."

Pinanski, explaining his plan, said that once the motion picture industry "attains accord from within, we could seek outside financing to help in the rehabilitation and reconstruction of the business on a long-term loan basis." The prominent New England theatre owner hinted that once the industry "becomes united," the government might be one of the agencies which would give the industry financial aid. "We need a combined effort to prove our industry is sound. Once we have this, the motion picture industry will be considered in the same light as other industries," the member of the COMPO triumvirate declared.

Praises Exhibitors

"While we are doing right by paying our respects to Bob Coyne, Bob O'Donnell, Charlie McCarthy and his staff, to the President, the Secretary of the Treasury and to those Senators and Congressmen who helped us, let us not forget the exhibitors throughout the country who have made this accomplishment possible,

given area. But in order to keep at a sustaining level of operation, the brief said, the theatre must "rival the home in attractiveness and comfort and must exceed it in reception facilities."

To date, the brief declared, "the theatre, itself, engrossed as it has been in the basic fight for survival, has not been able to keep up with the times." Surviving theatres "find their equipment obsolete and their

he continued. It was they who lined up the Senators and Congressmen on our side, and they did it by presenting the truth of our cause.

"In fact, I believe that what the exhibitors did for us at the grass roots should make us humble and full of thanksgiving that we are Americans. For it was the American system of government that made it possible for us to obtain relief," he said.

Continuing, Pinanski said, "Three times now—three times in a row—COMPO has demonstrated that by uniting the industry in a gigantic effort it can literally perform miracles. Three times this organization of COMPO has shown what it is worth to our business. Now, the thing that would make me completely happy would be to see COMPO chosen as the rallying point for what I think is the next great task of this industry. It is a task infinitely more important than this tax relief."

Launching into his suggestion on the formation of the "industry financial authority," the exhibition leader said, "A series of meetings should be set up in which we would pool the best financial brains of our industry and they should be continued until they come up with a workable plan for the attainment of the objective I have just mentioned.

Purpose Not Financial

"Needless to say, I am not suggesting any solicitation of money from exhibitors or anybody else, either as donation or for stock purchases. Please understand me, I am not referring to meetings or conferences having to

(Continued on page 5)

furnishings threadbare. The potential movie-goer cannot be wooed back on the basis of past habits alone. He must be offered the modern improvements which he has come to expect in all post war industries."

The brief pointed out that many theatres, especially in suburban and small town areas, have been unable to obtain financing to pay for such improvements, and urges the SBA to

Coyne Plea

(Continued from page 1)

a plaque, recounted the background of the honored guest and the attack upon his integrity and ability by a dissident group within the industry. Coyne was a man—successful in his fight despite the fact that he had been offered as a sacrificial lamb by this dissident group."

The ITOA president expressed hope that "the industry will get together on a constructive rather than on a destructive basis."

Coyne, in accepting the plaque and accolades of ITOA, emphasized that a successful conclusion to the 1956 tax repeal campaign could not have been achieved without the aid of his close associates. He lauded the trade press, Robert J. (Bob) O'Donnell, Sam Pinanski, Charles E. McCarthy, Al Lichtman, Joseph Vogel, Pat McGee, Emanuel F. Morton Sunshine, Erie Johnston, Herman Robbins, the sales forces of the industry, Ned Depinet and Arthur L. Mayer.

During his talk, Coyne said he and O'Donnell will be leaving here shortly for a swing around the country "on a thank-you mission

change its policy and permit to theatres. Being small individually owned businesses, the brief went on, "they are unable to attract outside financing and do not have their own resources. Furthermore, the recent profit history of the industry has not been such as will attract lenders. The financing required by these exhibitors, the brief said, "can only be obtained under the sponsorship of a government lending agency and we believe the Small Business Administration to be the only one available for such purpose."

The brief declared that "the revival of the theatre, when healthily operating, creates a traffic in the area, which in turn creates business for the entire retail business community, and when the theatre languishes, so does the community."

VIEW:

Strange Adventure

police

This story of a modern hot-rod and his unexpected participation in an armed car robbery starts promisingly enough, but too soon ensnarled in a maze of circumstances too intricate for inclusion in a 7-minute melodrama.

By Cooper, 18-year-old son of a car owner in an unnamed city, is away on his hot rod car and his widowed mother in super-charge of a variety of motel tasks. Heancies himself in love with Maria, a lithesome brunette, who is herself off as a song stylist making the inevitable "breaks."

The reverie is broken when Miss Grey's "booking friends" from the east arrive in what later develops to be a stolen car. The new duo (Jan Merlin and Nickolas) talk of a grandiose future, to the completion of their robbery

Mr. English has Cooper take her hot rod to test a proposed get-away route. The robbery comes off. Cooper is taken along with the police. Escaping road blocks, the duo hits a back trail, arriving at a company mountain weather station manned by Joan Evans and another.

From here, it's only a matter of time before Miss Evans falls heavily for Cooper and he returns the feeling. Evans' brother gets a power commitment-shooter to get into the car via land tractor, and the human intrusion is over, as suddenly it began. William J. O'Sullivan was sole producer, and William Witmark directed.

Running time, 70 minutes. General Classification. Release date, Aug. 24. A. M. W.

Pinnski, O'Donnell

(Continued from page 4)

with trade practices, arbitration or those other subjects that have been before us for a long time. I am proposing something new—a concerted effort aimed at putting our industry on a sound financial basis," Pinnski said.

"I am entirely confident that it can be done—just as confident, in fact, as I was more than a year ago when I urged the exhibitors of the country to launch another tax campaign. At that time, I am willing to sit down with any group to draw up blueprints for any structure that will make it possible to put this industry once again on a sound financial basis. I believe this would give us the chance to be seeking, to insure the future of our business. It may be our last chance," he concluded.

O'Donnell, who along with Coyne has presented ITOA plaques for their meritorious service to the industry in a recent tax campaign, said that COMPO has built a "fine feeling" among Congressmen and Senators and is proud of the manner in which they look upon COMPO and our industry. The 1956 tax campaign

One Man's TV Views

By Pinky Herman

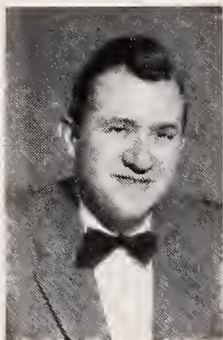
PREXY "Tack" Lowndes, of Animatic Productions, Ltd., has appointed Clayton E. Bond veep in charge of sales. Bond was formerly associated with 20th Century-Fox tv and short subjects division and with his vast experience in the film field, is a distinct asset to the tv and filmograph producer. . . . 21-year-old puppeteer Chuck McCann WABDoing a sensational job pinch-hitting for vacationing Sandy Becker on the 8:45-10:00 ayem kiddie series. There's a bright future facing the young and talented Chuck in tv. . . . Telefilming of General Electric's "The Glorious Gift of Molly McGee," starring Greer Garson, will start next week for fall CBS showing. . . . "Mr. Unknown," who has been building up such a terrific following via his daily-at-noon radio series over WMAX, Grand Rapids, Michigan, is none other than Carl O. Bergner, who has written hundreds of songs among which is the standard "There'll Never Be Another You."

☆ ☆ ☆

A musician's musician and one of the gentlest of men, maestro Don Voorhees is NBCCurrently embarking on his 17th consecutive year, guiding the great "Telephone Hour" orchestra. . . . Broadway and tv actress Janet de Gore will be seen in a featured role when George Bernard Shaw's "You Never Can Tell" opens at the John Drew Theatre at East Hampton Monday. . . . Criterion Film Laboratories, formerly Circle Film Labs, is now headed by Fred Todaro, formerly plant superintendent. Firm is doing a fine job with color film experimentation and has come up with a single original embodying six different color effects from which clients may make their choice. . . . Sam Peckinpah has completed a teleplay, "Top Gun," for "20th Century-Fox Hour" and will begin work on Dee Linford's short story, "Gunman's Errand" which he'll adapt, produce and direct as a feature film.

☆ ☆ ☆

Out of seven films selected by WOR-TV for repeat telecast on the "Million Dollar Movie" series, five are from Associated Artists' "Movie-land" group. A RICH haul by gen. sales mgr. Bob Rich. . . . Cornell Films has formed a new subsidiary, Best in Sports, Inc., and will make a series of 39 telefilms, "The Best in Boxing," with Marty Glickman, narrator. Milton Saulzburg is president and executive producer. . . . Peter Weil, who came to DuMont in 1949 after having served in various capacities with Laurence Rockefeller, Standard Brands and Philip Morris, has been upped to ass't mgr. of Technical Products div. of DuMont by veep I. G. Rosenberg. . . . Three ABChildren's "Red Goose" spectaculars have been skedded this season in the Saturday 11:00-12:30 noon slots Saturdays, Aug. 25 (from St. Louis) Oct. 6 (New York) and Dec. 8 (L. A.)



Bob Rich

The 90-minute moppet shows will be sponsored by International Shoe Co. . . . The Twig Productions WABDaily at noon series, "Freddie the Fireman," produced by Budd Getschal and starring folk singer Ed McCurdy, asked viewers to name a puppy Dalmatian four weeks ago. More than 31,000 letters resulted. Incidentally, Budd's 4-year-old son, Douglas, not only 'thunk up the program idea' but also acts as the technical adviser.

chairman pointed out that the groundwork for the next tax campaign "has been laid" and that "it is up to us to see that COMPO is kept alive." Max A. Cohen, first vice-president of ITOA and chairman of the board of that exhibitor group, presented the plaque to O'Donnell.

Seated on the luncheon dais were Morton Sunshine, ITOA executive di-

rector, Edith Marshall, ITOA secretary, Emanuel Frisch, MMPTA president, Ned Depinet, "The Father of COMPO," Herman Robbins, COMPO treasurer, O'Donnell, Brandt, Coyne, Pinnski, Cohen, Charles McCarthy, COMPO information director, William Namenson, ITOA second vice-president, and Leon Rosenblatt, ITOA treasurer.

National Pre-Selling

THE editors of "Life" have caught the warmheartedness and the simplicity of Leo Tolstoy, author of "War and Peace," in their pictorial and text story of the new Paramount picture. Included is an outline of Tolstoy's life and the time and care he put into the great novel "War and Peace," all of which appears in the Aug. 20 issue of "Life."

Audrey Hepburn, star of the film appears in costume on the color cover of the issue.

Six pages of photos taken on location and in studios overseas are devoted to the telling of the story. These photos are in magnificent color. Parts of five pages are given over to a profile of Tolstoy whose novel "War and Peace" is considered by many to be the greatest novel ever written.

"Bus Stop," "The Eddy Duchin Story," "Away All Boats" and "High Society" will be recommended to the readers of "Cosmopolitan's" September issue.

"Tea and Sympathy" is advertised on the table of contents page of the September issue of "Good Housekeeping."

"War and Peace," filmization of Tolstoy's immortal novel, is a major topic of Geoffrey Bocca's article, "The Private World of Audrey Hepburn and Mel Ferrer," in the July issue of "Redbook." Husband and wife in real life, Audrey and Mel are co-stars with Henry Fonda in the color production. The cover of the issue is given over to color portraits of Miss Hepburn and Ferrer.

The candor of Humphrey Bogart, star of "The Harder They Fall," makes interesting reading as he advised six young actors whom he invited to his home. The interview, reported by text and photos, appears in the Aug. 21 issue of "Look." Bogart, in reply to the question, how to be successful, said "You've got to be lucky. Be in the right place at the right time. But keep trying and it may happen."

Lauren Bacall, Bogart's wife, said "If they take your advice, they may turn out like you—God forbid!"

WALTER HAAS

'Oklahoma' in Phila.

Rodgers & Hammerstein's "Oklahoma!" produced in Todd-AO, will open at the Midtown theatre in Philadelphia Aug. 29, it is announced by Ted O'Shea, vice-president in charge of sales for Magna, distributors of the motion picture. According to O'Shea, the engagement will be ushered in with a gala premiere preceded by a special prevue attended by representatives of the press, radio and TV.

Only 2,500 Theatres

Italians Find Reds Making More Films

By ARCEO SANTUCCI

ROME, Aug. 16 — Italian film industry leaders who have just returned from Russia—where they set plans for Italian film weeks to be held in Moscow and Leningrad in October—have brought back in addition the first reliable statistics on the Russian film industry to come out of that country in a number of years.

The Italian travelers report that in almost all cases the Russian film men answered their inquiries with frank and specific statements of fact. Of particular interest to western industry men are the revelations that:

Made 52 Films in 1955

The entire Russian industry produced only 52 films in 1955 and has set a goal of 60 features this year, both of which figures represent a sizeable increase over the total of six pictures produced in all of 1952;

There are only about 2,500 theatres in the U.S.S.R. which are considered important from the commercial point of view and these have an average seating capacity of 900 seats, although the largest theatres have about 1,800. In addition there are an estimated 5,000 "kolkhoz" theatres (theatres operated in conjunction with state agencies such as collective farms and industrial plants) and approximately 5,000 16mm theatres;

Government Gets 55%

The average admission price ranges from 75 cents to \$1.50 (at the official rate of exchange), which is the equivalent to one or two hours' work of the best paid workers. Out of each ticket, the government takes a tax of 55 per cent; distribution gets 17 per cent and exhibition the remainder; and

Annual world-wide receipts are estimated at 1,500,000,000 rubles, or about \$375,000,000 at the official rate of exchange.

The "new look" in Soviet affairs evidently has extended to the film industry, according to the reports brought to Italy. Until recently all production had to be authorized by the State Department for Culture. Although the film industry remains in the jurisdiction of this agency, under the supervision of Undersecretary Vladimir Nicolaievich Surin, individual studios can now take the initiative in the planning and production of films. There is, however, something of a catch in the plan.

Soviet OK Before Release

All films must be released through government-controlled distributing organizations. If these organizations—which do not choose their product until after the films are produced—

REVIEW:

The Young Guns

Allied Artists

HOLLYWOOD, Aug. 16

PRODUCER RICHARD HEERMANCE, director Albert Rand and writer Louis Garfield rate extraordinary credit for bringing to the Western market a well-thought-out and admirably balanced film in which is taken up, for the first time extensively, the case of the second-generation gunslingers—the sons and daughters of the outlaws whose infamy, forgotten by the population in general, overshadows their offspring and limits their lives.

This is a subject that could have got out of hand and led to all sorts of melodramatic, mistaken conclusions, but it was not allowed to. On the contrary, it has been made the basis of a forthright and steady-moving Western story that succeeds on its merits as entertainment, and only incidentally makes the background point that a bandit's child doesn't have to be a bandit unless he wants to. With or without that point, it's a tip-top Western, excellently directed by Rand and well played by a cast of young players topped by the promising newcomer, Russ Tamblyn.

The picture opens with Tamblyn, having been brought to Chalmers to work under legal supervision following his bandit father's death, trying to prove to the townsfolk his peaceful intentions, but failing in this effort and going into the mountains to join a gang of young men whose fathers are off on a bandit tour of the country. He has no wish to join them, but believes he cannot find acceptance elsewhere, so becomes a member and finally a leader of the gang. Meanwhile, he falls in love with a girl, daughter of a bandit leader, who counsels him against committing a crime, and agrees to leave with him when they are freed by circumstance to go. This situation is prelude to an attempted bank robbery in which, by complex but credible developments, he and those of his followers who live to do so, take the right road.

Gloria Talbott, Perry Lopez, Scott Marlowe and Wright King head up a fine supporting cast.

Running time, 84 minutes. General classification. Release date, Aug. 12. WILLIAM R. WEAVER

Ted Williams Aids Jimmy Fund Drive

Boston Red Sox slugger Ted Williams will make a personal appearance for the Jimmy Fund at Greater Boston drive-in theatres Aug. 27, the Jimmy Fund announces. He will be accompanied by Bob Emery and Curt Gowdy, the sportscaster. Their appearance will be in addition to the double feature performance. A Jimmy Fund container will be all that is necessary to admit a car. A 1956 automobile will be presented to a lucky car registration, and there will also be prizes for the six persons at each theatre who turn in the most money in the Jimmy Fund containers.

do not take a film, it does not get any release. The studios which have the highest number of "chosen" films receive in turn the largest government subsidies, and are thus able to produce even more pictures.

In exchange for the Italian film weeks which get underway in Moscow Oct. 15 and in Leningrad Oct. 18, the Russians are sponsoring similar shows Oct. 24 in Rome and Nov. 1 in Milan. The Moscow-bound Italian film delegation will include about 25 producers, directors, actors and actresses, not the least of whom will be Gina Lollobrigida.

Meyer Dies

(Continued from page 1)

ager of film laboratories and general purchasing agent.

He was credited with having saved the Famous Players entire stock of motion picture negatives, when the company's 26th Street, New York, studio, in which they were stored, was totally demolished by fire in 1915. It was at Meyer's urging that Zukor, now Paramount's board chairman, had the priceless negatives stored in a huge safe which, when opened after the fire had subsided, yielded its contents in perfect condition.

Native of St. Louis

Born in St. Louis, Meyer entered the banking business there in 1898. In 1908 he became connected with Camraphone Co., in Denver, one of the first talking picture companies. He returned to St. Louis a year later and formed an association with Western Film Exchange Co., among his clients being Comedy Theatre, New York, which Zukor operated. Meyer was the first to sell for Zukor the Sarah Bernhardt starring film, "Queen Elizabeth," in Chicago.

Survivors include his widow, Mrs. Marguerite Meyer, and two sons, Robert and Adrian.

Semenenk

(Continued from page 1)

holders at their next meeting stricted non-transferable option purchase stock in the company been granted several officers and ployees. They include: Warner 000 shares; Benjamin Kalme 40,000; Samuel Schneider, 20 Herman Starr, 15,000; Wolfe C 10,000, and Steve Trilling. The option price on Warner's is \$29.99 while the price on a others is \$25.77.

It was also announced in the ment that Warners is establish credit agreement with a grou banks consisting of The First tional Bank of Boston and banks for which the Boston be acting as agent. Such credit sha for a period of three years, agging \$20,000,000, with interest a rate of four per cent annually a commitment fee of 1/2 of one per annually on the unused portion credit.

The company also agrees, the bank consents in writing doing otherwise, to maintain the consolidated working capital i amount at all times equal to at \$25,000,000.

TOA Names

(Continued from page 1)

Rosen, honorary chairman of the vention, consists of the following are executives: Joseph R. V Loew's; Sol A. Schwartz, RKO; sell V. Downing, Music Hall; Brandt, Harry Brandt The Emanuel Frisch, Metropolitan tion Picture Theatre Associ Samuel Rinzler, Randforce A ment Corp.; Robert C. Rothafel, Theatre; Solomon M. Strausberg terboro Circuit; Donald Rugoff, off & Becker; Leo Brecher, Brecher Theatres, and Charles Moss, B. S. Moss Circuit.

Mr. Rosen said: "Plans are formulated by this fine represent group of showmen to make the hibitor's visit to our city one of most memorable events of his We hope to reflect the true spi New York's enthusiastic hospi and offer to guide and assist the tor in seeing and enjoying al wonders of our great metropol area. These New York exhibitors graciously accepted this responsi and were pleased at such an opo tunity to serve in the capacity of for the convention."

GPE Earnings Up In Second Quarter

Consolidated net profit for Gen Precision Equipment Corp. for the three month period ended Jun 30 1956 was \$807,585, a subst gain over the first quarter n \$346,973. The six month net is \$1,154,559 and the compa figure for 1955 was \$2,173,654.

A statement to the stockholders pointed out that sales and profit the second quarter improved over the first quarter.

MOTION PICTURE DAILY

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NEW YORK, U.S.A., MONDAY, AUGUST 20, 1956

TEN CENTS

One Year Extend MPEA Iron Curtain Les Rights

iston to Conduct Film
s in Europe in Fall

board of directors of the Motion Picture Export Association have authorized the MPEA to motion picture dealings in Iron countries, it was announced following a meeting at the board. At the same time, it was reported the MPEA that Eric Johnston, president, would visit Iron Curtain countries in Europe this coming Fall to discuss film matters. The countries which the MPEA president will visit were not disclosed.

MPEA said that two countries (Continued on page 2)

Moscow Blames U. S. for Teen Crimes

Hollywood motion pictures were responsible for sex and crime offenses of a group of teen age children of top Communist officials in Moscow, the Associated Press reported last week. The dispatch from Moscow noted the Soviet news sources did not believe where the youthful offenders have seen the Hollywood films, the post war U. S. films have been shown publicly in the Soviet Union.

A and MPAA are moving to that situation presently.

Named to Board of Phila. TV Firm

executives of RKO Teleradio Inc., subsidiary of General Rubber Co., have been elected to the board of directors of Don Productions, Inc., a television production firm in Philadelphia, was announced here. Elected were Peter Robeck, who was appointed executive vice-president (Continued on page 2)

MPAA Gives Code Unit Permanent Status; Will Study Appeal Change

The Motion Picture Association of America has authorized the permanent establishment of a sub-committee to "make a continuing report and study on the Production Code Administration and industry self-regulation" and has taken "under advisement" a report presented by the committee recommending an expansion of the Production Code appeals procedure, it was reported following a directors' meeting which was held here at the weekend.

Pinanski Plan Well Received

Sam Pinanski's suggestion late last week that an industry financial authority be established was well-received by representatives of production and distribution and in Wall Street circles.

Industry figures, many of whom attended the luncheon-meeting of the Independent Theatre Owners Association and heard Pinanski present his (Continued on page 2)

Michigan Allied to Have Regional Meet Aug. 28

Special to THE DAILY
GRAND RAPIDS, Aug. 19—The tax on theatre air conditioning proposed for this and other outstate cities will be on the agenda of the Allied Theatres of Michigan when it holds a regional meeting at the Green Ridge Country Club here Aug. 28.

Announcement of the affair also states that there will be a report on "how Michigan Allied aided in passage of the amendment to exempt federal taxes on admissions up to and including 90 cents." Recreational activity for the day will include swimming as well as golf.

The MPAA directors set up its "watchdog" committee on self-regulation and suggested that among the subjects it study include the awarding of a special provision outside the Code or allowing a special Code seal for product produced outside the U.S. in a language other than English when domestically distributed.

The sub-committee which presented the report on the "administration and procedural matters" pertaining to the Production Code, did not go into the Code itself, it was reported (Continued on page 3)

Myers Cites Values in Expanded Roundtable

By J. A. OTTEN
WASHINGTON, Aug. 19 — The decision made this past week by the Board of Directors of Allied States Association to include producer-distributors problems in its proposed industry roundtable conference was made in the interests of industry co-operation, board chairman Abram F. Myers said over the weekend.

Myers said Allied felt it wanted (Continued on page 2)

'Discriminatory' N.Y. Theatres Renew Fight On City Tax

Frisch, Brandt Say Drive
To Start After Labor Day

By LESTER DINOFF
New York City's exhibitors will intensify their campaign to have the "discriminatory" five per cent amusement tax removed despite the fact that the city administration may have to impose additional "nuisance" taxes for funds, according to Emanuel Frisch, president of the Metropolitan Motion Picture Theatre Association, and Harry Brandt, president of the Independent Theatre Owners Association.

The exhibition leaders declared at the weekend that local theatre owners and operators will press for the removal of the five per cent tax on admission tickets "after Labor Day." Brandt and Frisch pointed out that (Continued on page 3)

Deal for WB Pathe Assets Near Closing

Negotiations for a group headed by Jack Le Vien, editor of Warner Pathe Newsreel, to purchase the assets of the company from Warner Bros. were reported at the weekend to have progressed to the point where closing of the deal would be possible today or tomorrow. The last issue of the newsreel will be issued Thursday.

As previously reported in MOTION PICTURE DAILY, should the deal go through, a large part of the present (Continued on page 2)

Thrillarama Being Set For Further Openings

Special to THE DAILY
DALLAS, Aug. 19 — Thrillarama Productions, Inc., will open its first feature in the new wide-screen process, "Thrillarama Adventure," in all sections of the country "as rapidly as Technicolor laboratories can supply the required number of prints," according to a statement made here by (Continued on page 2)

Televisión Today

IN THIS ISSUE

PAGE 5

- ▶ **Spotlighting the news in Television Today—The highlights of the week just concluded.**
- ▶ **Passing in Review—The amateurs replace the professionals in the first half of the political double-header.**
- ▶ **Who's Where—Names that made the news.**

PERSONAL MENTION

JACK E. DAGAL, Warner Brothers general manager for Japan, has arrived in New York from Tokyo.

GEORGE MUCHNIC, vice-president of Loew's International, returned to New York from London yesterday via B.O.A.C.

ROBERT COYNE, special counsel for Council of Motion Picture Organizations, will leave here today for the Coast.

HUGH OWEN, vice-president of Paramount Film Distributing Corp., will return to New York tomorrow from Philadelphia.

LEO JAFFE, vice-president of Columbia Pictures, returned to New York from London at the weekend via B.O.A.C.

SAM BEKERIS, United Artists supervisor for Latin America, and **Mrs. BEKERIS** have arrived in New York from Mexico City.

RICHARD P. BRANDT, president of Trans-Lux Pictures Corp., left here on Saturday with **Mrs. BRANDT** for Europe.

SAM NATHANSON, Globe Releasing Corp. sales manager, has arrived here from the Coast.

DAVE BADER, vice-president of Astor Pictures, left New York over the weekend for Maine and Canada.

RAY NELSON, National Telefilm Associates vice-president and general manager, will return to New York today from Miami.

WILLIAM ORNSTEIN, trade press contact for M-G-M, returned to New York over the weekend from the Coast.

Montague, Jackter Back

HOLLYWOOD, Aug. 19—A. Montague, Columbia Pictures vice-president and general sales manager, and **Rube Jackter**, assistant sales manager, left here at the weekend for New York following meetings with President **Harry Cohn** and screenings of forthcoming "You Can't Run Away From It" and "Full of Life."

Get Together, Myers Urges U.S. to Enter Two Festival

(Continued from page 1)

to go over with the distributors and producers any of their problems "in which exhibitors can be of help." "The time has come" Myers declared, "to get together" and consider what every organization and every branch of the industry "can contribute to see what can be done to help the industry."

Says Allied Has 'Been Aware'

Allied has been aware for some time, Myers said, of the difficulties producers face "in dealing with talent," as well as in dealing with other production factors. It might be possible for producers "to take a stronger hand" in facing these problems, Myers said, "if exhibitors would take a position on these things."

The Louisville board meeting de-

cided to make ways and means of bringing patrons back to the box office a major theme at its November convention in Dallas, Myers said. He added that the board had spent considerable time discussing this problem.

Interested in Compo Views

The Allied board also devoted a great deal of discussion to the Council of Motion Picture Organizations, Myers said. He explained that since last February, when Allied answered COMPO's request for a bill of particulars containing Allied's criticism of COMPO, Allied has heard nothing from COMPO.

The board felt, Myers declared, that "any move would have to come from COMPO."

Four Named Pinanski

(Continued from page 1)

president; **Charles G. Drayton**, also named treasurer; **Paul J. Quinn**, also appointed secretary, and **Robert Manby**, temporary chairman for the Bennett organization.

In addition, the Bennett board of directors appointed **John Redmond**, an executive assistant to the president of RKO Pictures, a vice-president of Bennett. It was announced that option arrangements were also made for purchase of a substantial stock interest by RKO at a future time.

Thrillarama

(Continued from page 1)

Albert H. Reynolds, president of Thrillarama.

He said that many requests for the film had been received from circuit and independent operators who saw the film during its world premiere engagement at the Interstate Circuit's Metropolitan Theatre in Houston. Interstate will open the film at its Wichita Theatre, Wichita Falls, on Aug. 23 and will immediately follow in San Antonio, Waco, and other key cities, according to **Raymond Willis** of the circuit.

Extend MPEA

(Continued from page 1)

tries, Czechoslovakia and Poland, have indicated an interest in acquiring U.S. films for their theatres, and the MPEA has been authorized by its directors to begin negotiations with these countries.

United Artists, which agreed to the new policy, will handle its own film sales in Czechoslovakia and Poland, it was said, with distribution to be "in coordination" with the MPEA.

(Continued from page 1)

plan for film fiscal experts to develop a program designed to make the industry more attractive to investors, were in accord that the suggestion "is an idea which has a lot of merit."

However, many said that before further comments could be made, a more detailed suggestion must be offered for consideration.

Wall Street sources said the plan "sounds very good." One investment organization official said that the present attitude in his industry towards the motion picture field is "bullish as earnings are anticipated to rise this year for a number of film and theatre companies."

Another securities and financial advisor in Wall Street said that the motion picture industry has been classified "as a Group II industry—prospects for recovery are good."

It was pointed out by this financial advisor that "motion picture stocks are liquidating values. In my opinion the best stock to buy now in the film field is that of Universal Pictures. Loew's stock is also getting much play due to the upcoming stock spin-off between the production-distribution organization and the theatre group."

W. B. Pathe

(Continued from page 1)

organization would be retained to operate the school magazine and commercial films divisions, which have been profitable. The newsreel would be discontinued and it, along with the film library, would be offered for sale to television interests.

A group headed by New York financier **J. Arthur Warner** reportedly will provide the financing.

U.S. to Enter Two Festival

From THE DAILY Bureau

WASHINGTON, Aug. 19 — The United States Government will participate in two film festivals this month, the United States Information Service announced over the weekend.

Government agencies will send their films to the 10th international Edinburgh Festival, which runs from Aug. 18 to Sept. 9, and to the International Exhibition of Cinematographic Arts in Venice, which will run from Aug. 16 to Sept. 8.

'Bachelor Party' Crew In N.Y. for Shooting

The cast and production crew of the Hecht and Lancaster Company's forthcoming "The Bachelor Party" for United Artists release arrived in New York over the weekend to begin an intensive shooting schedule and around Manhattan's Greenwich Village. The cast and crew include producer **Harold Hecht**, director **Dimitri Mann**, screenwriter-associate producer **Paddy Chayefsky**, play **Don Murray**, **E. G. Marshall**, **James Warden**, **Larry Blyden**, **Phil Abbott** and **Carolyn Jones** and cameraman **Joseph La Shelle**.

"The Bachelor Party" unit will be headquartered at the Fifth Avenue Hotel.

Woman Producer to Aid In Selling Her Films

HOLLYWOOD, Aug. 19 — **Helene Ainsworth**, whose independent company, Romson Pictures, is contracted to deliver six films to Columbia, will personally help sell each production under a plan just worked out between Miss Ainsworth and Columbia.

The project calls for Miss Ainsworth to visit different sections of the country for each feature, starting off with exploitation on "Reprisal," Romson's first production.

The producer will spend four weeks on "Reprisal" including one week in October and three in November. She will visit New York and San Francisco, speaking before women's groups and appearing on radio and television.

UA Sets Two for Sept.

"The Ambassador's Daughter" and "Bandido" highlight the lineup of United Artists' national releases for September by **William J. Heintz**, UA vice-president in charge of distribution.

"Gun Brothers" and "Pharaoh's Curse" round out the month's production of the company.

... NEWS ROUNDUP

'High Society' High All Over

The record-breaking business that MGM's "High Society" is currently doing at the Radio City Music Hall is being reflected in other cities where it has opened. In Miami it did the biggest business in two years, the company said, and in Atlantic City its opening day was three times as much as "Blackboard Jungle" and twice as big as "Seven Brides for Seven Brothers." In Tucson, Ariz., Madison, Wisc., the first day's receipts were called "excellent."

20th Century-Fox Films at Venice Fete

Twentieth Century-Fox will be represented at the Venice Festival this year with two productions. The Artistic Selection Committee of the Festival has chosen "Bigger Than Life" for the competition; while "Bus Stop" will be shown outside of competition.

Dean Article in 'Redbook'

The September issue of "Redbook" will carry as the lead article a 6,000-word treatment on James Dean by Hyams, regular Hollywood correspondent for the "New York Herald Tribune." Hyams is said to have interviewed 139 people and travelled 8,000 miles to gather the details for the article.

'Buckskin Lady' Starts

Bishop-Hittleman Pictures, has launched production of "The Buckskin Lady," first of a series of feature pictures, with Carl K. Hittleman producing and directing, from an original screen play by Franklin S. Case, Jr., Hittleman and David Lig. The film will be a United Artists release.

'Crime' As Biggest Grosser in Canada

Allied Artists "Crime in the Streets" promises to be the company's biggest grosser of all time in Canada, according to Jack Bernstein, general manager of Allied Artists Pictures of Canada, Ltd. Bernstein said that, in a five-theatre day and date engagement there, it recorded the company's highest gross of the year. At the Tivoli Theatre in Hamilton, the picture brought in the highest AA gross ever recorded. In Vancouver, the Plaza, Olympia and Circle Theatres, it resulted in the second largest gross of any film to have played in these theatres, and at the Palace in Windsor, it recorded the second highest gross of any AA film.

N. Y. Theatres Renew Fight on City Tax

(Continued from page 1)

the local tax committee, which has been fighting this impost since its inception in July, 1954, is now armed with recommendations on industry conditions handed down by the Senate Small Business sub-committee recently.

"Theatre men are willing to pay a fair share of the city's taxes, but are unwilling to be burdened with a discriminatory impost such as the amusement levy," Frisch said. When made aware of a statement by City Controller Lawrence Ceresa in which Ceresa warned of new "nuisance" taxes, Brandt declared that "work is actively progressing" in the exhibitors' campaign to have the impost done away with.

Warns of New Taxes

Ceresa, in his annual report on the New York City fiscal condition, warned that unless the city curbs its spending for new construction, it may have to impose additional "nuisance" taxes.

New York's mayor Robert Wagner said in Chicago, upon learning of Ceresa's report, that he is confident the city would be able to produce a balanced budget for 1957-58 without recourse to any new "nuisance" taxes. He expressed doubt that the New York public would want any curtailment

New York Tax Yields \$10,000,000 per year

The five per cent tax on admission tickets, levied Aug. 1, 1954, has enabled the City of New York to collect \$20,022,415 from all sources of amusement revenue as of June 30, 1956, according to a representative of the City Tax Office.

The City Tax official said that the five per cent tax brought in \$9,301,678 in the fiscal year ended on June 30, 1955, and \$10,720,737 in the fiscal year ended last June 30.

of the construction program, especially in school buildings.

New York City theatremen fought the five per cent tax on admission tickets since its inception on the grounds that the impost was "discriminatory" and that the Enabling Act authorizes the collection of a tax which in certain instances is in excess of the five per cent limitation imposed by the statute. The matter was fought right up to the state Supreme Court in Albany. While the case was being tried, exhibitors were collecting the impost, but holding it in escrow after posting suitable bonds per court direction.

Brandt pointed out that the Senate

Small Business subcommittee was cognizant of the exhibitors' problems in its analysis of industry trade practices.

He said that the Senate group stated that the repeal of taxes on theatre tickets was very much in order as a continuation of such a burden would inevitably mean additional theatre closings, and a resulting loss of revenue.

MPAA CODE

(Continued from page 1)

ported. The sub-committee is composed of Barney Balaban, Daniel T. O'Shea, A. Schneider and Kenneth Clark.

It was disclosed that the self-regulation sub-committee's report dwelled on expansion of the Production Code's appeal board and, it was said, three proposals for study and possible adoption were offered. "The first had the Appeals Board composed of the MPAA president as permanent chairman, all MPAA directors, and three or four independent producers and six or seven exhibitors; the second had six MPAA directors plus three exhibitors and three independent producers, and the third had the MPAA directors, independent producers, exhibitors and representatives of the public sitting on the board."

Oregon Golf Tourney Slated for Tuesday

PORTLAND, Ore., Aug. 19—Film row executives, salesmen and others in the industry throughout the state will gather for the annual Oregon Film Men's Golf Tournament which opens Tuesday at the Columbia Edgewater golf course. Numerous prizes donated by film companies and individuals in the industry are already in the custody of Archie Holt, Universal salesman, who is chairman of the event.

Word has been received from Bing Crosby that he will be unable to attend; however, he has sent along a gift for a prize. The tournament will be followed by the usual dinner and dance.

Two Todd-AO Openings

"Oklahoma!" in Todd-AO, will open at the Brown Theatre in Louisville, Ky., on this Tuesday night and at the Lyric Theatre in Indianapolis on Aug. 29, it was announced by Ted O'Shea, vice president and general sales manager of Magna, distributors of the film. Kentucky's chief executive, governor "Happy" Chandler and Senator Earl Clements will attend the Louisville premiere.

Bela Lugosi Dies

LOS ANGELES, Aug. 19—Actor Bela Lugosi, who won international fame in the title role of "Dracula," died here Thursday. He was 71 years old.

TOP NEW PRODUCTIONS
WITH THAT SOLID BOX OFFICE APPEAL ! ! !

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"MEN OF SHERWOOD FOREST"
THE THRILLING ADVENTURES OF
ROBIN HOOD Starring **DON TAYLOR**
Filmed in gorgeous **EASTMAN COLOR**

★
ROD CAMERON in **"Passport to Treason"**
An Action-Packed Thriller of Mystery & Intrigue

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INGRID BERGMAN in **"FEAR"** An Intimate Study in Suspense

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WAYNE MORRIS in **"THE DYNAMITERS"**
COMING—John Ireland in "Black Tide" • Jeff Morrow in "Hour of Decision" • Alex Nicol in "Stranger in Town"

ASTOR PICTURES CORP.
130 WEST 46th STREET, NEW YORK 36, N.Y.

Passing in Review

IF, BY CHANCE, THERE HAD BEEN ANY DOUBT BEFORE, last week's get-together in Chicago established the sociological fact that the walkie-talkie finally has been superseded by the creepie-peepie, those portable television cameras which, roaming the Amphitheatre floor, added salt and spice to the fullsome proceedings. A problem raised in the first half of this political double-header—and not likely to be resolved in the second half—concerned the manner in which the networks give "full" coverage to convention activities. One aspect of this matter is covered in *Television Today's* current editorial. Another might be more generally labeled "the inalienable right of the American public to be bored," a right that is not quite as supercilious as it might sound at first.

Of the three networks, CBS perhaps provided the liveliest coverage, cutting without hesitation from elongated speech-making to interviews on-the-floor and in smoke-filled rooms in other parts of the forest. Some viewers may have had a legitimate cause for complaint, if they happened to be vitally concerned with such things as the actual wording of welfare or conservation planks. These complaints, though legitimate, must also seem academic in light of the coverage as so well handled, not only by CBS, but by ABC and NBC. It is to be hoped, also, that convention bigwigs won't become as panicky as TV pros in light of low Trendex ratings—as for the first sessions of the Chicago meeting. There is something basically comforting about all the hot-air and windiness and in the endless string of cliches which these amateur TV stars so earnestly call forth. The American public might indeed have cause for worry if these men suddenly take on a professional gloss.

For the most part, the networks carefully overcame what must often be an overwhelming temptation to editorize with those random shots of a restless audience in the course of a long oration. The television camera may not lie, exactly, but it can distort the emphasis to a frightening degree. There was some of this, of course, as with NBC's unflattering shots of Franklin Roosevelt, Jr. nervously puffing on a cigarette while his mother was speaking to the convention. Both CBS and NBC morning shows—Will Rogers, Jr., and Dave Garroway—provided excellent, supplementary local color to the main business.

So far, so good. Now on to San Francisco.

Elsewhere in the week:

CLIMAX!: "No Right to Kill," CBS-TV, 1 Hour, 8:30 P.M., EDT, Thursday, August 9, 1956. Live, from Hollywood. For Chrysler

It may be that playwright Victor Wolfson was caught on the horns of a dilemma when he set about adapting Dostoyevsky's "Crime and Punishment" for one-hour television presentation. By labeling his work "a free adaptation" he brought down the wrath and scorn of all the more precious lay critics, whose wrath and scorn would have been even more vitriolic if he had simply avoided any mention of source material—the property is in the public domain. To one to whom the original work is a misty memory, Mr. Wolfson's "No Right to Kill" was an eerie and exciting drama on its own terms, beautifully produced and acted, and containing one or two moments—such as the first chilling encounter with the hard-eyed pawnbroker—which will live in TV history. It was rather odd to see a present-day New York City district attorney using 19th Century Russian police methods. Consequently the Raskolnikov-Porfiry duel was not particularly ef-

fective. But taken more simply as a dramatic vignette about the crime of a brilliant, twisted mind, "No Right to Kill" packed quite a wallop. John Cassavetes was fine in the control role and even Terry Moore, as a local waitress, showed unexpected vitality and heart. The physical production, which captured so well the sleazy atmosphere of that fringe area between Greenwich Village and the Italian neighborhood of New York's lower east side, was perhaps the best ever done by Climax. Edgar Peterson produced and Buzz Kulik directed. Mr. Wolfson, by the way, shortly joins Climax as associate producer.

GENERAL ELECTRIC THEATRE: "The Seeds of Hate," CBS-TV, ½ Hour, 9 P.M., EDT, Sunday, August 12, 1956. Film. For General Electric Company.

Against a western background, which seems incidentally to be the fashionable venue these days, especially for dramatic interludes on television, this tale is told, and rather well. Except where the dialogue bogs down in a cliché every once in a while, the story emerges cleanly and effectively. Charlton Heston and Steve Cochran are the chief protagonists, and good performers that they are, have done a creditable job. When Cochran, presumably without provocation, shoots a friendly Indian in the back, Heston, at first beset by a

loyalty problem, solves it by following the path of justice. At the same time he is able to teach his young son a lesson in the matter of honesty, justice and right thinking. When Heston is forced to don a gun defensively, and kill Cochran in an open fight the play generates suspense and added excitement. Of its kind it is well done.

CHEVY SHOW, NBC-TV, 1 Hour, 8 P.M., EDT, Tuesday, August 14, 1956. Live, color, from Hollywood. For Chevrolet.

Producer-director Alan Handley is one of the few men in the business who can turn out consistently musical revues of high quality which, whether the star be Dinah Shore, or, as was the case last week, Janet Blair, are always feather light and full of taste. Miss Blair, who next season will be on a regular basis with Sid Caesar, is an extremely accomplished performer, a fact which unfortunately is never insurance against a heavy-handed show. Last week, however, Mr. Handley gave her the best of material and the kind of easy, unselfconscious format which is his specialty. She danced, sang, clowning a little and thoroughly charmed her audience with the accomplished help of film star Fernando Lamas and dancer Gene Nelson. The latter was especially effective in an amusing number wherein he used a baby "spot" as his dancing partner. Mr. Lamas also scored with a medley of songs, ranging from flamenco to waltz and pops and utilizing a full, rich voice which Hollywood has never fully exploited.

ALFRED HITCHCOCK PRESENTS: "Whodunnit," (repeat). CBS-TV, ½ Hour, 9:30 P.M., Sunday, August 12, 1956. Film. For Bristol-Myers Company.

The inimitable "Hitch" here did himself something really special, and it was a rare treat. He took his chief character, made him a successful mystery and detective story writer, had him dead and entering the notable gates, then had him discover he had been murdered and getting permission to return to earth for a few hours to discover who murdered him. The idea is in itself wholly delightful, and as Hitchcock has developed it, the play becomes of very front rank. It is a happy and well-performed spoof, with chief honors going to John Williams as the murdered author. Thoroughly delightful were such bits as Williams' utter disbelief that he of all people could have been murdered, his confusion later during reenactment of the crime, when too many people are discovered with very good motives, and his final discomfiture when he still cannot find the answer, since someone has turned out the lights. When something better is apt to be done, on TV or elsewhere, Hitchcock is very likely to be the one to do it.

SPOTLIGHT

(Continued)

cation reports that gross sales its properties in those two months this year were 95.9 per cent higher than in the comparable 1955 period—and this despite the fact that the company only offered per cent more hours of programming. George T. Shupert, president, says that besides the acquisition of new properties, three factors contributed to the rise in sales: the continued "saleability" of the earlier ABC Film Syndication properties, currently sold re-runs in many markets; the lease of four first run shows syndication since last Spring; "the reputation the company earned as a supplier of top-quality programs and services."

Color Conscious

► There may be a mite of prejudice in the viewpoint of J. Herbuveaux, NBC vice-president and general manager of the Chicago station, WNBQ, designated as the world's first all-color television station. But when he spoke about color progress in the months the station has been operating in the new format, he perhaps justified. He reports to Charles R. Denny, NBC vice-president in charge of the own stations division and NBC Sales: 40 hours of color telecasts in an average week; planning hours weekly in the Fall; enthusiastic reception from 36 local national spot advertisers; business brought to the station throngs of visitors daily through the station's Hall of Color; a total of sets in the market area; success of the color orientation sessions; innumerable operational and functional lessons learned in the handling of color TV material during the months thus far. Ad clients generally appear very happy with color projection of their wa-

National TV Week

► "Celebrating the finest home entertainment in sight" is the slogan that has been adopted for National Television Week, September 23-29, the first time, incidentally, that a week will be devoted exclusively to the promotion of television broadcasting advertising manufacturing. The commemoration is being sponsored by the National Association of Radio and Television Broadcasters, the Television Bureau of Advertising, the Radio-Electronics-Television Manufacturers Association and the National Appliance Radio-Television Dealers Association. Each of the sponsors is sending out special kits to their respective memberships designed to call attention to each segment of the public to the principal wonder of this age.

TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.

Who's Where

... week these changes:

W. MCPHERRIN will join NBC-TV as a general program executive. Former publisher of the American Magazine and vice-president of the Crowell-Collier Publishing Company, he will specialize in long-range editorial planning of the network's participating programs—Today, Home and Tonight.

LIAM PERKINSON has been appointed manager of the Los Angeles office of CBS Television Film Sales, Inc. He was formerly supervisor of the Chicago office.

DELL R. CAMPBELL has been named national sales manager of General Teleradio's owned and operated radio and television properties. He is a veteran radio, television and advertising executive. His company also announced the appointment of OSCAR NITTEL as assistant treasurer of the General Teleradio division and CLIFFORD A. RINHOEFER as controller of the radio division.

MIT KAHN has joined National Film Associates, Inc., and the Film Network as advertising manager. He will be responsible for all phases of the companies' advertising and also will act as liaison between NTA and Moss Associates, the advertising agency handling the NTA accounts.

RT A. FILLMORE has been appointed manager of advertising promotion of WBUF, NBC's radio station in Buffalo. He was formerly advertising and promotion director of WRCV, NBC

owned radio station in Philadelphia.

JOSEPH P. GORDON is now assistant director of the Tube Research division of Allen B. Du Mont Laboratories, Inc. Prior to his promotion he served as the division's administrative assistant and manufacturing department manager.

ROBERT J. KINGSLEY, co-founder and former chief of production for Telenews, has joined George Blake Enterprises as producer-director. He was also supervisor for all film production as Bernard J. Prockter Productions.

FRED L. NETTERE has joined the NBC Spot Sales organization as a television salesman. He was formerly with the Katz Agency.

JOSEPH A. GAWLER has joined the National Association of Radio and Television Broadcasters as a staff assistant to the Television Code Review Board. His duties will be primarily in the monitoring field.

E. CARLTON WINKLER has been named director of production operations for CBS-TV effective immediately, it is announced by EDWARD L. SAXE, CBS-TV vice-president in charge of operations. Mr. Winkler has been production manager of the CBS-TV program department since March, 1953. He joined the network in August, 1951 as production manager in the CBS-TV Operations Department.

ROBERT MILFORD has been named production manager of the CBS-TV program department, effective immediately, it is announced by HUBBELL ROBINSON, JR., CBS-TV executive vice-president in charge of network programs. Mr. Milford joined the CBS-TV program department in December 1954.

The Show-Makers

Groucho Marx has signed a new long-term agreement with NBC, it is announced by Thomas A. McAvity, vice-president in charge of NBC-TV. At the same time, Mr. McAvity also announced that John Guedel, producer of the network's own property, the You Bet Your Life series, which has been broadcast over NBC-TV and Radio since October 1950, has been signed to a similar long-term agreement.

The cast for the first ABC-TV Red Goose Kiddie Spectacular from the St. Louis Zoo on Saturday, Aug. 25, has been completed with the signing of two child stars. Beverly Lunsford, 10, of Atlanta, Ga. and Tommy Roemer, also 10, of Toledo, Ohio, will co-star with emcee Johnny Olsen and an array of chimpanzees, elephants, lions, bears and assorted sea lions, llamas and flamingos.

David Brian and Constance Ford star in "Strange Defense" on Schlitz Playhouse of Stars, Friday, August 24 on CBS-TV. Others in the cast are Robert Cornthwaite, Mary Alan Hokanson, Frederick Worlock, Helen Van Tuyl, Gordon Mills, Bruce Wendell, Hal Taggart and Guy Prescott.

Walter Slezak, John Cassavetes and Carol Ohmart will star in the 20th Century-Fox Hour drama, "The World of Emil Markheim." The teleplay is based on the film, "House of Strangers."

The Hy Gardner Calling program, on WRCA-TV, New York, will be sponsored by the Monarch Wine Company for 26 weeks beginning October 7. The program, which features columnist Hy Gardner, is seen Sundays from 11:15-11:45 P.M.

Raymond Burr has been signed to play the title role in the Perry Mason mystery series on CBS-TV. He has appeared in many films, shows and television dramas.

"The Five Fathers of Pepi" will be the next presentation on the United States Steel Hour, August 29, on CBS-TV. It will star Paul Newman. This week the program has been preempted by the National Republican Convention.

Two shows scheduled for CBS-TV's new series, Playhouse 90, are Screen Gems' "Confession" and an adaptation of Kay Thompson's novel "Eloise." The former stars Dennis O'Keefe, June Lockhart and Paul Stewart. Miss Thompson will write original music for her production and will also appear in it.

Louis Armstrong, Gordon MacRae, Shirley Jones, George Sanders, Dorothy Dandridge, Dolores Gray and Sally Forrest will appear on "The Cole Porter Festival," the first Ford Star Jubilee show of the season, October 6, on CBS-TV. The composer also will appear on the hour-and-a-half musical revue in color.

COMMERCIALS ON THE SPOT

Continued activity in production of new commercial spots, to freshen advertising appeal for a variety of products, includes:

CADEMY PICTURES, INC.

Sugar Crisp (Benton & Ayer)
Youth Used Cars (N. W. Ayer)
Pina Pink Lady (Thompson)
Tea (Y & R)

ALHOUN STUDIOS

Morris (Direct)
Beverages (Direct)
Gas & Oil (McCann-Erickson)

GEORGE BLAKE ENT.

Car Wash (McCann-Erickson)

Bissell Carpet Sweepers (N. W. Ayer)
Revlon Sunbath (Dowd, Redfield & Johnson)
Camel Cigarettes (Wm. Esty)

At PETER ELGAR PROD.

Carter's Little Liver Pills (Ted Bates)
Prophylactic Tooth Brushes (Lambert & Feasley)
Pall Mall Cigarettes (S. S. C. & B.)
Cheer (Y & R)

At SCREEN GEMS
Anacin (Ted Bates)

Pall Mall Cigarettes (S. S. C. & B.)
Purex (Weiss & Geller)
Hood Dairy Products (Kenyon & Eckhardt)
Wisk (B. B. D. & O.)
Nabisco (Kenyon & Eckhardt)

At TRANSFILM

G. E. TV Sets (Maxon)
Sentry Toothpaste (B. B. D. & O.)
Griffin Shoe Polish (Geyer Adv.)

At UNIVERSAL PICTURES TV

Marlboro Cigarettes (Leo Burnett)
Lux (J. Walter Thompson)
Coca Cola (D'Arcy)
General Electric (B. B. D. & O.)
Studebaker Cars (Benton & Bowles)
Campbell Soups (Leo Burnett)

Lustre Creme (Lennen & Newell)
Lucky Strike Cigarettes (B. B. D. & O.)
Pepsi Cola (Kenyon & Eckhardt)

At VIDEO PICTURES

RCA Service (Al Paul Lefton)
Oldsmobile Cars (D. P. Brother & Co.)
Arrid (S. S. C. & B.)
Milton Bradley Games (Chas. Hoyt Co.)

At WINIK FILMS

U. S. Rubber Products (Direct)
Blue Bell Work Clothes (N. W. Ayer)
Minneapolis Honeywell Heating Equipment (Direct)
Madison Square Garden (J. C. Bull)

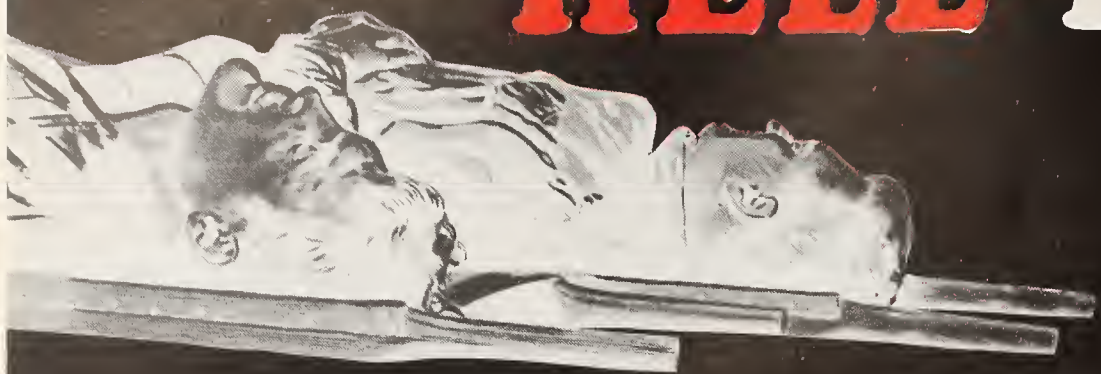
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This is a picture that grabs you by the throat and shoves you into the shell-ripping, blood-drenched, screaming heat of war.

Here is the hell behind the glory...the real guts and smell of battle! This is the story they didn't tell—of the heroes who stood up under fire, and the few who belly-crawled out!



"Listen, Cooney! You double-cross me once more...if I lose just one man on account of you, I'll come back and shove this grenade down your throat and pull the pin!"...When Lt. Joe Costa screamed these words at his captain, it put him in line for a court-martial...what he did later, put him in line for a medal.

"I'm the commanding officer here, and I say we surrender!"...These ten words summed up the life of Capt. Erskine Cooney—a man with two bars on his shoulders, and a long stripe down his back...

"You go for those stairs, Captain and I'll kill you!"...These words tore from the throat of Lt. Harry Woodruff, who lived by the rules of battle, and broke the rules of war.

What "All Quiet On The Western Front" was to another generation, "Attack" is to this one—for this is a motion picture with guts—a bold, bare-teethed scorching film that marches with the handful of great battle pictures!

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"ATTACK!"



... the story of the flash-fused, fouled-up company the army called "Fragile Fox"!

THRU
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WILLIAM SMITHERS · PAUL VROOM · JAMES POE · ROBERT ALDRICH

MOTION PICTURE DAILY

80, NO. 36

NEW YORK, U. S. A., TUESDAY, AUGUST 21, 1956

TEN CENTS

IATSE Convention Reports Differ in Condition of Industry

Artistic Approach Urged Exhibitor Richard Brous

Special to THE DAILY

KANSAS CITY, Aug. 20—The film industry was subjected to sharply conflicting viewpoints by speakers appearing at the opening here today of the biennial convention of the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators in the Kansas City Municipal Auditorium.

The comments on the current state of the motion picture business—a topic of considerable interest to many of the 300 delegates from the United States and Canada attending the session, which will end Friday, were (Continued on page 5)

Olivier Will Receive Edinburgh Laurel Award

Special to THE DAILY

EDINBURGH, Scotland, Aug. 20—It was announced today at the Tenth International Edinburgh Film Festival that Sir Laurence Olivier is this year's recipient of the Golden Laurel Award, founded and presented annually by David O. Selznick, film producer.

From the set of his current production in London of "The Sleeping Beauty," in which he produces, directs and co-stars with Marilyn Monroe, Sir Laurence said: "I feel most deeply (Continued on page 5)

Labour Boosts Republic Business on Continent

From THE DAILY Bureau

LONDON, Aug. 20—Reginald Arlidge, vice-president in charge of distribution for Republic Pictures International, has arrived here from Germany and Scandinavia on company business.

Mr. Arlidge said the main purpose of his trip to the Continent was concerned with boosting Republic business in Germany and setting distribution plans for forthcoming product.

Hit Fox Stand On CS Trailer

Special to THE DAILY

CHARLOTTE, N. C., Aug. 20—Theatre Owners of North and South Carolina has requested 20th Century-Fox "to use every means possible to continue supplying regular, 2-D type trailers on all of its CinemaScope product," it was announced by president Jack D. Fuller.

The Carolina TOA exhibitor, in a letter to 20th-Fox executives William C. Gehring and Alex Harrison, said the unavailability of 2-D trailers "would certainly cut down the grossing possibilities of every 20th-Fox picture."

The letter continues: "In this territory, 95 per cent of the theatres are not equipped with automatic masking and 100 per cent of the (Continued on page 5)

Blank Calls Pinanski Proposal 'Marvelous'

Special to THE DAILY

DES MOINES, Aug. 20—The motion picture exhibitor needs financing immediately and any plan to make funds available "to him is marvelous," Myron N. Blank, president of Theatre Owners of America, said here today in commenting on the industry financial conference suggestion presented by Sam Pinanski, president of American Theatres Corp. of Boston.

Blank said Pinanski's idea for a conference of top financial heads "to put the industry on a sound economic (Continued on page 5)

Full TV-Radio Coverage

Gala Premiere Festivities Set For 'War and Peace' Tonight

Top-ranking diplomatic representatives of the United Nations, film industry executives, civic and business leaders, along with stars of screen, stage, radio and television, will gather at the Capitol Theatre here at 8:00 P.M. tonight for the international premiere of Paramount's Ponti-DeLaurentiis production "War and Peace." The premiere activities will receive full coverage on both television and radio.

The guest of honor at the affair will be Miss Alexandra Tolstoy, daughter of Leo Tolstoy, upon whose celebrated

Report Yates-Cantor Option Deal To Lapse

Cantor, Fitzgerald & Co., investment group which acquired a 90-day option to secure "working control" of Republic Pictures from Herbert J. Yates and his "close associates," will allow the option agreement, which expires on Sept. 3, to lapse, it was reported here yesterday.

An official announcement concerning the move may be issued later, it was stated.

RKO Grosses Up 20% In Los Angeles Tally

RKO Radio Pictures product in Latin America is grossing 20 per cent over last year for the same period, according to Michael Havas, the company's Latin America distribution supervisor who has returned here from a tour of the territory.

"RKO is doing excellent business in the territory," he said. "The most recent exhibitions of '20,000 Leagues Under the Sea' and 'The Conqueror' were both strong when I left last week.

"The Lady & the Tramp' is playing now in Carracas and is grossing more than any other picture there."

There is a big opportunity for a greater market in the Latin American countries, Havas said. The Latin Americans are still progressing at a fast rate and they are building new theatres, improving old theatres and bringing in many films from North America and Europe, he stated.

"The competition is terrific," he (Continued on page 5)

COMPO plans

To Speed Up Nominations For Awards

Committee Will Name Campaign Chairman Soon

By LESTER DINOFF

A meeting of the Council of Motion Picture Organizations' Audience Awards Committee will be set up by Labor Day to select a national campaign chairman and to modify the manner in which the second awards balloting will be conducted, according to Robert W. Coyne, special counsel and a member of the Compo triumvirate.

Coyne, who said that an executive committee meeting of COMPO would also take place "within two months," explained that the "time element in (Continued on page 5)

British Studio Unions Accept Wage Offer

By PETER BURNUP

LONDON, Aug. 20—A mass meeting here over the weekend of the studio members of the National Association of Theatrical and Kine Employees and of the Electrical Trades Union voted to accept the offer of the Film Producers Association to increase wages fourpence per hour. The increase brings the basic wage (Continued on page 5)

Disney Common Stock Is Split at Two-for-one

From THE DAILY Bureau

HOLLYWOOD, Aug. 20 — With the filing of a certificate of amendment to Walt Disney Productions' articles of incorporation with the California Secretary of State today, common stock in the company was split on a basis of two for one. The action increases outstanding shares from 652,840 to 1,305,680 in number, and decreases per share value from \$5 to \$2.50. Holders of record at the close of business on Aug. 17 will receive certificates for additional shares. The authorized number of shares was increased from one million to three million.

novel the film, which is in VistaVision and Technicolor, is based.

Among the diplomatic dignitaries at the premiere will be Egidio Ortona, minister to the United States from Italy, and Dr. Leonardo Vitetti, (Continued on page 5)

PERSONAL MENTION

SAL ADORNO, SR., an industry pioneer with a record of more than 50 years in exhibition, recently observed his 77th birthday. He is general manager of the M & D Theatres, supervising the Palace, Middlesex and Capitol theatres, all at Middletown, Conn.

DORIS KUCHMEISTER, secretary at United Artists, has returned to New York from Hollywood.

STEVE KEIDER has been appointed M-G-M booker to succeed **BOB DITTRICK** who resigned to return to tv sales and service.

JAMES J. BARTON, Ohio state representative (R., Cleveland) and part-owner of the Pearl Road Theatre, Cleveland, is attending the National Republican Convention in San Francisco.

HULDA MCGINN, legislative advocate of the Northern California Theatre Association, is representing the General Federation of Women's Clubs, an international organization of lady politicians with some 11 million members, at the Republican National Convention.

JAMES D. GERSHMAN has been named vice-president in charge of the New York office of Harshe-Rotman, Inc., **MORRIS B. ROTMAN**, president, has announced. He was formerly public relations director of R. H. Macy & Co. and had been a senior editor with International News Service in New York.

BARBARA HIGGINS, formerly on the house staff of the Parsons Theatre, Hartford, Conn., has been promoted to advertising manager of Boreal Theatres, Inc. of that city.

ANNE BAXTER arrived in New York yesterday, from Hollywood.

HELEN HAYES will arrive in New York today from England.

REX HARRISON left New York Friday for Bermuda via B.O.A.C.

SAM SPIEGEL left New York over the weekend for London via B.O.A.C.

JOE PASTERNAK, M-G-M producer whose next will be "10,000 Bedrooms" is due from the Coast Aug. 24. **DEAN MARTIN**, who will appear in the film, is due Sept. 4.

Special Ad Campaign for 'Cadillac' Will Use Comments of Sneak Preview Audiences

Columbia Pictures will use the comments of patrons who saw its forthcoming film "The Solid Gold Cadillac" at sneak previews across the country in its advertising campaign for the picture.

With the cooperation of exhibitors, the company put the patrons' reactions on tape recorders at a dozen key city theatre screenings. These were forwarded to Columbia's home office, together with photos of the patrons and signed advertising releases. The quotes will be incorporated into "inquiring photographer" type layouts for newspaper ads and will also be used in national and trade ad copy.

The Columbia advertising department is currently discussing plans for utilizing the taped material for possible radio and television use in addition to the newspaper ads.

Theatres which participated in the program include Loew's 72nd St., New York; Rialto, Atlanta; Logan, Philadelphia; Chicago, Chicago; Des Moines, Des Moines; Warner Beverly Hills, Los Angeles; Orpheum, Minneapolis; Trans-Lux, Washington; Center, Oklahoma City; Uptown, Salt Lake City; Harris, Pittsburgh; and Brighton Circle, Boston. Additional screenings are scheduled in other key cities.

WOMPI Begins Drive For Additional Chapters

NEW ORLEANS, Aug. 20—The International Association of The Women Of The Motion Picture Industry, has a campaign underway for additional clubs to be organized in exchange centers throughout the United States and Canada preceding their third annual convention which is scheduled to be held in Atlanta Sept. 28-30, according to Mrs. Gene Barnette, Publicity chairman of the chapter here.

The association now consists of the following ten chapters: Dallas (the original organizers), New Orleans, Atlanta, Memphis, Charlotte, Houston, Jacksonville, Denver, Washington, D.C. and Toronto, Canada. The eleventh chapter, Des Moines, which was recently organizing is to receive its charter prior to the convention.

In charge of organizing new chapters is Gertrude Davis, WOMPI Extension chairman, here. Her co-workers are Mary Becker, Gladys Villers, and Panaye Phillips.

Rounsaville Acquires 2 New Radio Stations

ATLANTA, Aug. 20 — Robert W. Rounsaville announced today the purchase of two additional radio stations—WIOK, Tampa, Fla., and WSOK, Nashville, Tenn., for a total of \$540,000.

Rounsaville also owns WQXI, Atlanta; WCIN, Cincinnati; WLOU, Louisville, Ky.; WOBS, Jacksonville, Fla.; and WMBM, Miami Beach, Fla. He also holds permits for WATL-TV, Atlanta; WQXN-TV, Cincinnati; and WQXO-TV, Louisville, none of which is yet in operation.

No personnel changes are contemplated, Rounsaville said.

Mexican Union Makes New Wage Demands

MEXICO CITY, Aug. 20 — Motion picture industry labor trouble, which, it was generally believed, would be held off until at least next summer, by the bi-annual peace pact the American and Mexican distributors made last year, featuring substantial pay hikes, is looming with an ultimatum served by Felipe Rayon, secretary general of the National Cinematographic Industry Workers Union (STIC), upon Allied Artists. The union declares that unless by Oct. 24 AA has not increased its unionized employees' wages by 50 per cent, STIC will call a strike against it. Other costly economic benefits are also asked.

AA made a pact with STIC before that made by the other American companies—Metro, RKO, 20th-Fox, Columbia, Universal - International, Warners, Paramount and Republic. Therefore, STIC is "going after" AA now, but not the others. It is pointed out that the 50 per cent pay hike demand is not unusual because STIC always asks that, then settles for from 10 to 20 per cent for its members.

U-I Third in London To Use TV Promotion

From THE DAILY Bureau

LONDON, Aug. 20—Universal-International is the third film company here to use commercial tv spots to publicize new releases. Douglas J. Granville, U-I's home office representative in the U. K. announced that 12 television spots, all of 15-seconds duration, and two specially-prepared trailers, will be used to advertise "Away All Boats" immediately before the London release.

Twentieth Century - Fox and the Rank Organization were the first film companies to use commercial tv here.

... NEWS ROUNDUP

Columbia Moving Labor Day

Columbia Pictures will move in its new home office at 711 Fifth Ave. here over the Labor Day weekend. Among the first departments to make the journey from the present quarters at 729 Seventh Ave. is the publicity unit.

Third Art House in Pitt.

The art policy has paid off so well for the Squirrel Hill and Studio Theatres in the Squirrel Hill sector of Pittsburgh, Pa., that the Manor Theatre adopted the same policy as of yesterday. It opened with Maurice Chevalier's French comedy, "The Seven Little Sins." The Squirrel Hill and Manor are owned by the Stanley Warner Corp. while Ralph and Mildred Green operate the independent Guild.

To Screen UNESCO Film

The British Broadcasting Company Television Service will screen on Sept. 3 "The Challenge of Television," a 45-minute film which Norman Swallow has produced in co-operation with UNESCO. The script is by P. Rotha. Viewers thereby will have an opportunity to see something of what television looks like in other countries, including Russia and Japan.

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PEOPLE

Henry Glover, branch manager of Associated Artists Southern Exchanges for the past ten years, was named president of the company at the recent annual meeting of stockholders.

Norman Katz, Associated Artists' foreign sales manager, leaves today on a two-month trip to the Iron Curtain countries, other European nations, Australia and the Far East. His aim is to lift the iron curtain for the entry of Associated Artists' Productions' Warner Bros. features, cartoons, and other AAP products.

Paul Chakeres, president of Chakeres Theatres of Ohio and Kentucky, entertained more than 100 members of the film industry including distributors and branch managers, salesmen and bookers and their families at anniversary festivities at the Chakeres farm.

John H. Riley of National Theatre has been placed in charge of Montana and Idaho territory in addition to the State of Washington.

Wynn M. Shahan has been named director of the dialogue departments of Warner E. Kline & Associates and Simpson & Associates, it is announced by Fred M. Kline of the publishing firm, Hollywood.

British Funds Denied 'Culture' Programs

From THE DAILY Bureau
LONDON, Aug. 16 (By Air Mail)—The government has rejected the A. R.'s application for the grant of £750,000 (\$2,100,000) to pay for "culture" programmes. Said the Minister-General: "Because of the present economic situation and the need for economy in government expenditure no grant can be made in the current financial year."
This decision surprised and disappointed Sir Kenneth Clark, chairman of the Authority, who said: "The Authority is conscious and its view is shared by the programme companies, that the present programmes, although extremely popular, do not contain a sufficient number of programmes of information and discussion, or of plays of lasting value. The explanation is very simple one that such programmes, whether transmitted by the Authority or the B. B. C., do not attract relatively large audiences, despite their national value. The Authority is, of course, aware that the provision of the £750,000 is not automatic under the terms of the Television Act but the possibility that this provision would arise was clearly foreseen during the debates on the act, and it was precisely in order to make such programmes possible that the provision was included."
Another request for the grant will be made in November.

Omaha 1st Runs Plan General Price Cut

Special to THE DAILY
OMAHA, Aug. 20—Effective Sept. 1, all downtown Omaha first run houses plan to reduce their admission prices to 75 cents for matinees and 90 cents for nights, a poll of the theatres revealed today. Current top is one dollar.

Orpheum, largest house in the city with 2,890 seats, jumped the gun this week with the new scale for "Proud and Profane," and Tri-State city manager Don Shane declared he was "quite pleased" with the results.

Calif. Industry Will Fete GOP This Week

Special to THE DAILY
SAN FRANCISCO, Aug. 20—Prominent delegates to the GOP national convention which opens here today will receive carefully planned hospitality treatment from the local motion picture industry.

Individual Republican VIPs have been singled out as guests of honor at breakfasts, luncheons and dinners in the topflight San Francisco hotels and clubs, with the Northern California Theaters Association picking up the tabs. First three delegates to be honored at as many banquets are Nebraska's Sen. George W. Malone, Kansas' Sen. Andrew F. Schoeppel and Pennsylvania's Rep. Richard Simpson.

NCTA also presented all delegates with passes to all of its houses, as did Fox West Coast Theatres. The entire Oklahoma delegation is scheduled to attend a special showing of the Todd-AO production "Oklahoma!" at the Coronet Theater.

Nine Films Put Before Cameras; Seven Finished

From THE DAILY Bureau
HOLLYWOOD, Aug. 20—Camera work started on nine new pictures and seven others reached the completion stage this week, for a total of 39 pictures now in production.
Started were: "Story of Esther Costello," Valiant Films and "Interpol," Warwick Prods. (Columbia); "Jet," Gross-Krasne and "The Fever Tree," Dudley Pictures (Independent); "Duel at Apache Well" (Republic); "Woman of Pitcairn Island," Regal Films, CinemaScope (20th Century-Fox); "The Buckskin Lady," Bishop Littleman Pictures (United Artists); "The Night Runner," (Universal-International); "A Face in the Crowd," Newton Productions (Warner Bros.).
Completed were: "Hunchback of Paris," CinemaScope, Eastman Color (Allied Artists); "End As a Man," Horizon-American Productions (Columbia); "The Rainmaker," VistaVision, Color (Paramount); "Affair in Reno," (Republic); "The Deadly Mantis," "Crazy Love," and "Interlude," CinemaScope, Technicolor (Universal-International).

British TV Unit Reduces Operations

By WILLIAM PAY
LONDON, Aug. 15 (By Air Mail)—Associated Rediffusion, London mid-week commercial programme contractors, has announced big studio cuts in a streamlining operation to reduce staff and overhead costs. The company's losses have been reported at more than £10,000 (\$28,000) a week.
About £300,000 (\$1,440,000) worth of assets are to be sold or frozen. The Granville Theatre, bought by A. R. last year and converted into a studio at a cost of £150,000 (\$420,000) and an outside broadcast unit are to be sold. Three tele-cine projection units worth £54,000 (\$151,200) will be temporarily frozen and other units disbanded.

In future the company will concentrate its production work at the five Wembley studios. Television House, A. R. headquarters in the centre of London, will become an administrative block. Some 300 of the company's 1,200 staff will become redundant because of these cuts and will mean a saving of £4,000 (\$11,200) a week in salaries.

Satisfactory Report
A statement issued by A. R. says: "Satisfactory networking arrangements have been reached with the other weekday programme contractors in the Midlands and the north, and from Sept. 14 A. R.'s share of the London Monday to Friday transmissions will be approximately 65 per cent."

Although more severe than expected, this A. R. cutback in operations is seen here as part of commercial television's growing pains. A. R. opened Britain's commercial tv service last September and was immediately faced with the task of providing five days' programmes a week from the outset. Cuts in staff and programmes were inevitable as networking came into operation.

Warned of Cost
In recent months many executives have warned of the high cost of providing tv programmes and anticipated losses in the initial stages of the new service.

Lord Rothermere, chairman of Associated Newspapers who have a 50 per cent interest in the running of A. R., commented on the progress of commercial tv in his annual report to stockholders. He said, "It was always anticipated that there would be initial losses, but your directors are confident of the ultimate success of the venture. The number of sets is increasing daily and with the larger cover due to the overall improvement in the programmes and programme planning, there is a noticeably growing incentive for advertisers to use the new medium. At Mar. 31 this year the total investment in A. R. was £1,686,500 (\$4,722,200)."

...of Drive-ins

Danvers To Get Drive-In

Philip D. Bloomberg, who operates the Orpheum Theatre in Danvers, Mass., has finally been granted a license to operate a drive-in theatre there by the Board of Selectmen after two years of litigations and appeals brought on by protests against the granting of a permit. Bloomberg will construct a 900-car drive-in on Route 128. Construction will begin after Labor Day for the "Danvers 128 Drive-In," which is expected to open in April of next year.

Sandler Installs Heaters

David Sandler, president of Sandler Mfg. Co., Cleveland, Ohio has installed his new in-car heaters in the following drive-ins: Kalamazoo, Kalamazoo, Mich.; Sunset Drive-In, Helena, Mont.; Skyline Drive-In, Morristown, Tenn.; and the 31 Drive-In, Culman, Ala.

Pittsfield Drive-In Approved

The Pittsfield, Mass. Board of Appeals has unanimously approved a petition by the Pittsfield Drive-In Theatre Corporation for construction of a 900-car capacity drive-in, there.

Redstone To Open Three

Three new theatres of the Redstone Drive-In circuit are to open late this season. The Lakeshore, Rochester, N. Y. is set for its debut later this month; the Suffolk Downs, East Boston, in mid-September; and the Palmyra, N. J., in the Philadelphia area, later in September. The latter two will have in-car heaters for year-round operation. The circuit's South Amboy, N. J. drive-in is under construction for an April, 1957 opening. Hal O'Day is the manager of the Suffolk Downs, transferring from the circuit's Neponset, Boston, while Nat Levin, former ATC manager, goes into the Neponset. The new corporate name for the Redstone circuit is Northeast Drive-in Theatres Corp.

Marks 3rd Anniversary

Marking its third anniversary, the Plainville, Conn., Drive-In, managed by Livio Dottor, staged a fireworks display at a cost of \$500.

New Post for Kever

H. Weller (Jake) Kever has been named to the post of director of sales for the NBC Television Films division of California National Productions, Inc., Robert D. Levitt, General Manager of the NBC subsidiary, announced yesterday. Kever has served as national sales manager for NBC Television Films since January, 1955. In his new post he will direct the world-wide network and syndication sales force for California National.

Motion Picture Daily Feature Reviews

The Ship That Died of Shame

Rank-Continental

FEW WRITERS—or poets or painters or musicians—understand the sea, and the personalities of the men who are drawn to it, and to their ships, as does Nicholas Monsarrat. In his previous work, "The Cruel Sea," a highly successful item with the art house trade, he demonstrated his peculiar feel for this aspect of human experience. In his second film, "The Ship That Died of Shame," he reveals himself again a 20th Century Melville. Like Melville, he infuses into his poetically-conceived works a sense of human loneliness amidst a quixotic universe, an insight into the necessity of certain loyalties—man to man, man to ship.

Sailors since time immemorial have been referring to their vessels in the feminine, for the true seafaring man loves his ship; she is his fair lady. To him, she has a soul, a personality, a capacity for sensitive response, and she recoils from outrages on her dignity.

The Michael Balcon-Ealing Studios and the J. Arthur Rank organization have set the producing-writing team of Michael Relph and Basil Dearden to work on Monsarrat's "Saturday Evening Post" tale of the same name, and what comes through is sincere, convincing and forceful in the best tradition of the art cinema. It also carries in a giant step toward stardom the 25-year-old British actor George Baker, previously seen in "The Dam Busters," who combines introspection and subtle personality portraiture with manly good looks and forceful projection. Also fine are his co-star, Richard Attenborough, well-known on these shores; Bernard Lee, Bill Owen, Roland Culver and a charming young actress, Virginia McKenna, who lends convincing sincerity to her love scenes with Baker.

The plot, which well-known young British playwright John Whiting helped Relph and Dearden to adapt, concerns an heroic wartime motor gunboat, one of the prides of the British fleet, who finds herself in degrading service as a smuggling vehicle of the lowest kind, manned by the very man who led her proudly in war. Of these Attenborough is the insensitive opportunist; Baker the sensitive, decent man who temporarily loses his perspective after his young wife's death, and Owen, Baker's loyal buddy.

Only Baker and Owen survive when the ship, pining away slowly in her humiliation, finally drives herself on the rocks after a series of incidents, including strangely well-timed motor failures, by which like an abused, disenchanted human being, she has been expressing her sense of outrage. Relph and Dearden also directed the film, which is being released in this country by Continental Distributing, Inc.

Running time, 91 minutes. General classification. August release.

LAWRENCE J. QUIRK

The Unguarded Moment

Universal-International

HOLLYWOOD, AUG. 20
IN THIS, her first role since departing the MGM contract roster in favor of free-lancing, the queenly, aquatic Esther Williams portrays, admirably but without resorting even once to bathing suit or swimming pool, a high-school teacher whose routine and reputation are violently affected by a neurotic student. With George Nader opposite her, as a law officer who suspects the student of murder, and with the newcomer John Saxon playing the sex-driven youth, Miss Williams proves beyond contention that she doesn't need underwater photography or overhead diving board to show off her talent to advantage.

The script by Herb Meadow and Larry Marcus, from a story by the latter and Rosalind Russell, opens with police investigating the assault murder of a woman near the high school where Miss Williams, a music teacher, is in receipt of an unsigned note from a male student asking her to meet him in the gym that night. She tells her class that one of its members is annoying her with mash notes and orders him to desist, but she goes to the gym at the appointed time, intending to reason with the smitten youth. When she undertakes to do so, he attempts to assault her,

tears her dress, and flees, after which she reports the matter to the police but withholds the name of the student.

From this point on she resists the insistence of policeman Nader that she reveal the boy's name and permit his arrest, yielding to this persuasion only after the boy succeeds by subterfuge in getting her suspended from the faculty as morally unfit. (The audience, meanwhile, is kept informed about the relationship between the boy and his father, who has locked women out of his own life since his wife deserted him in the boy's infancy and has undertaken to do the same for the boy). Finally the boy, released by police after the murder has been solved, admits he has lied about his teacher, who by this time is being mauled by the boy's father with unmistakable intent, and the story is brought to an end, somewhat unresolved when the father, fleeing police, falls dead.

The production is credited to Gordon Kay and the direction, a smooth job indeed, to Harry Keller.

Running time, 95 minutes. Adult classification. For November release.

The Amazon Trader

Warner Bros.

THE FIRST in Warners' new series of short features, "The Amazon Trader" is a lively, exciting piece of fiction-travelogue that tells several stories of life in the jungle. The jungle, in this case, borders the lengthy Amazon and John Sutton, in the title role, narrates the various terse tales.

One story concerns an adventurous married couple determined to locate a legendary tribe of Indians, never seen by a white man. The continuously narrowing stream, up which they are traveling, is dotted with ominous warnings. They finally turn back when a symbol of death appears and the invisible tribe remains invisible.

Another story tells of a man who has come to the Amazon to study butterflies. His wife, an intrepid creature, attempts to hunt, which amuses the natives. However, her fast thinking saves a young boy from being devoured by the deadly piranha fish which wins her new respect from the natives. She continues hunting while her husband still chases butterflies.

The final story deals with a Devil's Island escapee who, facing certain death in the unfriendly jungle, is rescued by a group of Indians. When he sees a fortune in jewels and gold in their village, he steals the treasure only to discover they're blocks of wood.

The supporting cast, all unknown, includes Maria Fernanda, Zygmunt Sulistrowski, Anthony Ryan, Guido Wolff, Janet Albuquerque, Yves MacCiet, Maitland Stewart, Therenzena Prades da Costa and Padre Agostino Liebst.

Running time, 43 minutes. General classification. Release date, Sept. 1.

J.

The Boss

U-A—Seltzer Films—Window Prods.

THIS SELTZER FILMS-WINDOW production for United Artist release deals with the activities of a crime syndicate in the era of the 1920's. While the story itself offers no deviations from the stereotype of crime films, the action is forceful. This factor, combined with the good performances of John Payne, Doe Avedon, William Bishop and Gloria McGhee, should help the picture to do well at the box office.

With the death of his brother, Payne assumes control of the mob, putting Bishop in charge of the legal department which acts as a front for his underworld operations. Miss Avedon, once Payne's sweetheart, is meanwhile married Bishop.

After the stock market crash of 1929, Payne loses his fortune and enlists the financial support of other gangsters. Later, the new mobsters accidentally kill several federal agents and incite private citizens to form a clean-up campaign against the syndicate. Brought to trial, Payne is convicted of tax evasion and leaves for prison.

Frank N. Seltzer produced the film, Walter Seltzer was associate producer and Byron Haskin, director.

Running time, 89 minutes. General classification. For October release.

Formosa Licenses Head NPEA Agenda Today

The board of directors of the Motion Picture Export Association will discuss at their meeting this afternoon an agenda highlighted by the division of licenses in Formosa.

Other topics for discussion include licenses and remittances in the Philippines, a film agreement problem in Pakistan, an RAF request for product, and a problem in Korea.

British Unions

(Continued from page 1)

to 11 pounds eight shillings and pence for the 44-hour week.

NATKE and ETU employees received a seven and one-half per cent wage increase last year. This latest increase will cost the motion picture industry an additional £186,000 a year. Some 350 carpenter members of the NATKE, who separately asked for a 30 per cent wage increase, continue in their overtime ban which has been in effect for the last six weeks. This is in spite of the fact that Sir Tom O'Brien, general secretary of the NATKE, "appealed" to them to end the ban and "strengthen unity."

The studios today reported operations were back to normal despite the shakings of the carpenters who, in any event, are receiving much bigger pay packets than their comrades in more humdrum carpenter pursuits such as house-building. Sir Tom, checking the disciplinary whip, issued a warning to the carpenters.

'Bus' N. Y. Premiere Is Postponed to Aug. 31

"Bus Stop," starring Marilyn Monroe, will have its New York premiere at the Roxy theatre Aug. 31 instead of Aug. 29, as previously announced, because of the continuing excellent business of "The King and I," according to 20th-Fox, distributor of both films. The latter is expected to gross more than \$1,000 by the end of the ninth and concluding week, according to the company.

Golden Laurel

(Continued from page 1)

honored in receiving this award, the principles of which are so high. If the highest aim of the artist—which is truth—can be said to be realized by his work in films, then I am proud to be happy indeed to be cited as having contributed to that end."

Livier will receive the award from Rt. Hon. Walter Elliot, Col. C., M.C., M.P. at a special ceremony Sept. 2.

The Golden Award Trophy winner is selected by an American jury, choosing an individual (other than American) whose cinematic work through the years has contributed to understanding and goodwill on an international basis; and secondly, has been distinguished by devotion to the highest standards of motion picture artistry in any of its branches.

COMPO Speeds Nominations

(Continued from page 1)

involved" would necessitate changes in conducting the 1956 Audience Awards.

He said that one of the changes which the committee will install will be to have only one exhibitor nominating period for all honors—best picture, best male and female performers, and the most promising male and female newcomers. The first poll had three nominating periods, culminating in voting, which was held in 6,500 theatres from Nov. 17-27.

The COMPO Audience Awards committee is composed of Alice Gorman of United Paramount Theatres, Detroit, chairman; Frank H. Ricketson, Jr., general manager of National Theatres, Paul Lyday, of Fox Inter-mountain Theatres of Denver; Paul Levi of the American Theatre Corp., Boston; Ralph Russell of the Palace Theatre, Canton, O.; Emil Bernstecker of Wilby-Kincey, Atlanta; Senn Lawler of Fox Midwest Theatres,

Kansas City; Harry Mandell, RKO Theatres, chairman of the COMPO press relations committee, and Charles E. McCarthy, information director.

Coyne said that the Audience Awards campaign is only one of COMPO's projects currently underway. "We are continuing our 'Editor and Publisher' advertisement campaign, research project, the public relations program in behalf of Theatre Owners of America and will follow up the Sam Pinanski plan for an industry financial conference," Coyne said. Other projects are also in the works, "but they cannot be disclosed at this time," he added.

Asked about the possibility of Allied States Association rejoining COMPO as an active member, Coyne said the group has informed COMPO of the conditions under which it would rejoin and this matter "would certainly be taken up" at the meeting planned by the executive committee.

Hit Fox Stand IATSE Meet

(Continued from page 1)

theatres have only one projectionist. There is no doubt that, when possible, a CinemaScope picture should be advertised with a CinemaScope trailer, but with the physical impracticability of changing masking on each show, it is probable that most CinemaScope trailers will be run with regular lens, thereby creating a much less desirable presentation than that of a regular 2-D trailer.

"This problem has been discussed with many exhibitors in North and South Carolina since receipt of the letter mailed . . . advising of this action, and in every case the exhibitors are emphatically opposed to making the change. We are certainly concerned with the presentation of every picture and its ultimate gross and feel that we should be allowed to use our own judgment and make use of our present theatre equipment to obtain this best presentation. Many of us here feel that we will have to resort to buying a still trailer to fulfill our needs if we cannot get the regular 2-D trailers. This would certainly cut down the grossing possibilities of every 20th Century-Fox picture."

Alex Harrison, general sales manager for Fox, yesterday reaffirmed here his company's intention to eliminate 2-D trailers for CinemaScope product. Harrison said he has received many letters concerning this move and "many of them are favorably inclined."

Cinex-France Formed

MEXICO CITY, Aug. 20—Cinex, the semi-official distributor of Mexican pictures abroad, has organized Cinex-France, with headquarters in Paris, for the specialized placing of films in France, Belgium, Luxemburg, Switzerland and the Near East.

(Continued from page 1)

touched off by Richard P. Brous, president of Fox Midwest Theatres, Inc., who made a brief welcoming address.

In the talk, Brous cited a recent report of the Senate's small business committee which noted that the film industry is one of the few conspicuous exceptions to the general business prosperity of the last ten years.

"The average weekly paid attendance," Brous pointed out, "dropped from 82 million customers in 1946 to 46 million last week—a decline of 45 per cent. Unless business picks up the industry is headed for its poorest year since the great depression."

In appealing to the assembled I.A.T.S.E. members for aid, Brous asked that the organization take a realistic approach to the industry's present day problems and urged the union to help in returning patrons to the movie theatres.

A different outlook on the film trade was voiced by Rabbi Louis J. Cashdan of Temple B'nai Jehudah of Kansas City. The religious leader told the delegates that they are connected with a means of communication "more powerful and significant than the printed word."

Comedian Ed. Hall Dies

Eddie Hall, 62, veteran comedy actor who played character roles in many of the Christie Comedies, died Sunday in Brooklyn. Funeral services were to be held today.

Variety Show Set

PITTSBURGH, Aug. 20 — Hal March, emcee of tv's "\$64,000 Question" will head an all-star show which Tent Number One, Variety Club, will sponsor in two performances on Sept. 9 in Syria Mosque. An All-Navy revue will also be featured.

War & Peace

(Continued from page 1)

permanent representative of Italy to the United Nations. "War and Peace," which was made entirely in Europe, was filmed chiefly in Italy.

The assemblage of screen, stage and television personalities to attend will include Elaine Aiken, Wendy Barrie, Anne Baxter, Tony Bennett, Janet Blair, Myron Cohen, Mr. and Mrs. Vic Damone (Pier Angeli), Oscar Homolka, Tab Hunter, Joni James, Ted Lewis, Jayne Mansfield, Robert Merrill, Edward G. Robinson, Martha Scott and Sophie Tucker.

Paramount Pictures will be represented by company president Barney Balaban and board chairman Adolph Zukor. Also in the audience will be Dino DeLaurentiis, the producer of "War and Peace," accompanied by his wife, Italian star Sylvana Mangano.

Coast-to-coast network television programs to highlight the event will include NBC-TV's "Home Show," on which Arlene Francis will interview many of the attending celebrities, and Steve Allen's NBC-TV "Tonight" program, which will feature additional interviews with attending personages by Bill Wendall.

RKO Gross

(Continued from page 1)

said, "especially from the French and Italian films, but the America product is in no danger of losing its dominant position, although the stiffer competition should be good for it."

Television has slowed down since its start two years ago, "and at the moment is not a competitor," Havas said.

"There are two big problems, however," he said, "that keep the business growth from actually being as good as it looks on paper—the low admission prices and the bad rate of exchange. Latin American money keeps decreasing, but admission rates are not increasing proportionately. The market is ripe," he said, "and they seem to like the type of pictures we're sending them. Good action pictures are very popular."

Pinanski

(Continued from page 1)

basis" is excellent. "Theatre men in many situations need financing immediately or else they will dry up and that is the reason which TOA is going before the Small Business Administration agency," he said.

The TOA president said it is likely that Pinanski's suggestion will be among the topics to be discussed at his organization's board of director's meeting at the New York City Coliseum, Sept. 19.

CASH IN ON LABOR DAY

WITH A **FIREWORKS DISPLAY**

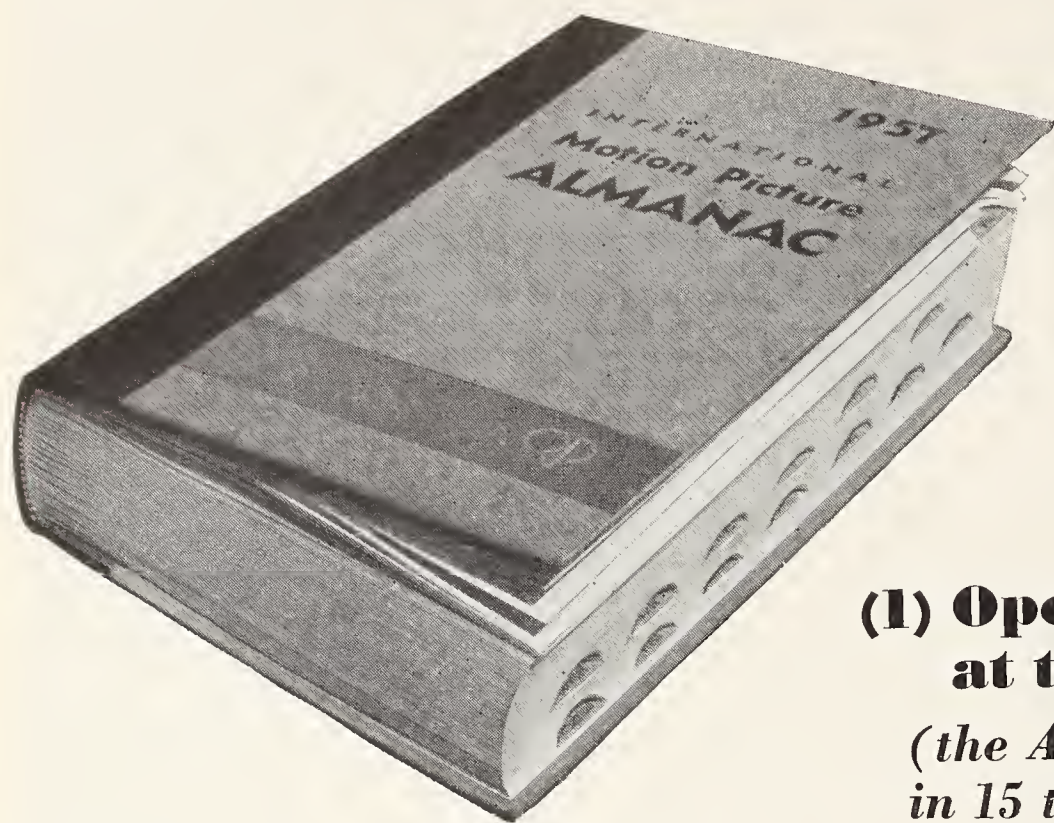
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MOTION PICTURE DAILY



80, NO. 37

NEW YORK, U. S. A., WEDNESDAY, AUGUST 22, 1956

TEN CENTS

War and Peace'

Tolstoy Epic as Premiere on Broadway

diplomats, Celebrities
and Capitol Audience

Thousands of New Yorkers gathered at the Capitol Theatre here last night to see the festivities for the international premiere of Ponti-DeLaurentiis' Paramount production "War and Peace." The crowds were on hand early to watch as the invited guests, consisting of diplomatic representatives of the United Nations, industry executives, civic and business leaders, and stars of stage, radio and television arrived for the opening of the film.

The guest of honor for the evening was Alexandra Tolstoy, the only surviving offspring of Leo Tolstoy, author of "War and Peace."

20th-Fox Will Resume 2-D Trailers for CS

Twentieth Century-Fox will immediately resume its old policy of using 2-D trailers for CinemaScope productions, it was announced here today by Alex Harrison, general manager.

The move is being made, Harrison said, upon the advice of the company's technical organization which feels that enhanced 2-D trailers will make superior advertising of CinemaScope attractions than heretofore possible. The company a short time ago announced it would produce only CinemaScope trailers and this policy had provoked protests from many exhibitors.

REVIEW

War and Peace

PARAMOUNT-PONTI-DeLAURENTIIS
VistaVision

THE OFTEN-MADE STATEMENT that great stories make great pictures is given convincing documentation with the delivery of Paramount's Ponti-DeLaurentiis production of Leo Tolstoy's "War and Peace." Acclaimed by many as the greatest novel ever written, this motion picture based on the monumental Tolstoy work takes a place among the greatest motion pictures ever made.

The heroic Tolstoy book has been distilled with remarkable discrimination into a vastly engrossing screen play three hours and one-half in length, and fascinating all the way. It is brought alive by a cast of artists headed by Audrey Hepburn, Henry Fonda, and Mel Ferrer, with a distinguished list of supporting players, all surpassing the most noteworthy of their performances to date. The work of many of them is of Academy Award quality, as is the masterful direction of King Vidor, which not only helped to evoke the nuances and atmosphere which give verity to the performances and to entire sequences, but which as well give universal understanding and sympathy for today's audiences to the characters and events caught up in Napoleon's invasion of Russia in the early 1800s.

Equally important are the production contributions of Dino De Laurentiis, who produced it in Italy, and the good taste and skills of the artists and artisans whom he assembled for this magnificent production. For its technical components contribute unmistakably, yet unobtrusively, to its superiority. Photographed in VistaVision and in color by Technicolor, the colorful military and aristocratic costumes and dress of the day recreate the period in its most attractive and impressive visual facets.

"War and Peace" indeed impresses itself upon this observer as vastly more than a distinguished and happy event for Paramount and others associated with its making; as immeasurably more than a motion picture destined for commercial success of tremendous proportions over an exceptionally long theatre life. It is, as well, of great significance to the industry at home and abroad. Its assured

(Continued on page 3)

A 'Survey'

Says Showmen 'Not Popular' In Hollywood

Stern, On Coast Trip,
Investigates Attitudes

By LESTER DINOFF

The "little people" in Hollywood "have been educated to believe that exhibitors are at the basic cause of all industry problems," according to Sidney Stern, president of Allied Theatre Owners of New Jersey, who recently returned here following a prolonged visit to the West Coast studios.

Stern said he had talked to a number of "my old college friends in the industry."

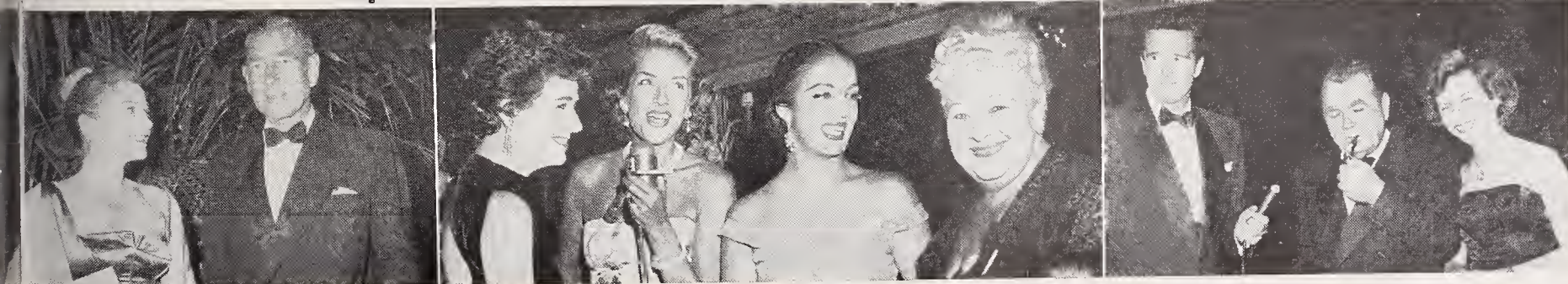
(Continued on page 6)

N. J. Allied Decides To Pay COMPO Dues

The membership of Allied Theatre Owners of New Jersey has decided to pay its dues to the Council of Motion Picture Organizations as they feel the industry organization "has earned it," Sidney Stern, ATONJ president, said here yesterday following a meeting of the unit.

Stern said the ATONJ members were "thrilled" by COMPO's campaign to secure tax relief and "despite the need for reorganization in COMPO's manner of operation, the members will pay their dues." He added that many of the membership have plans to put the tax saving directly in their theatres in some manner of redecoration or other alterations.

Arrivals at N. Y. Capitol Theatre Last Night as "War and Peace" Makes Gala Bow



Ale Baxter and her Father, Kenneth Baxter

Polly Bergen, Jinx Falkenberg, Katy Jurado, Sophie Tucker

Bill Wendell, Oscar Homolka, Joan Tetzel
(Adv't)

PERSONAL MENTION

EDWARD L. HYMAN, vice-president of AB-PT, is in Boston for conferences with **MARTIN J. MULLIN**, president of New England Theatres.

ANTHONY QUINN will arrive in New York from Europe tomorrow.

SIDNEY HARMON, producer, has arrived in New York from Hollywood.

JAMES BOYLE, MGM field man, is now in Detroit.

SEYMOUR POE, executive vice-president of IFE Releasing Corp., has returned to New York from Italy.

SOL SHAPIRO of the William Morris office left New York yesterday for London via BOAC.

GENE KELLY will arrive here today from London via BOAC.

VERO HAWTHORNE, head booker for National Screen Service in Atlanta, has left New York by plane for Dallas.

AA Plans 'Busiest' Production Season

Allied Artists has scripts for nine new pictures in preparation, has just completed one film abroad, and has two now before the cameras, according to an announcement by **Walter Mirisch**, executive producer. He said that the company is anticipating "the busiest production season in its history."

The company also has a backlog of 20 pictures, including **William Wyler's** "Friendly Persuasion," **Mirisch** said. The film just finished is "Hunchback of Paris," and the two before the cameras are "Love in the Afternoon" and "Jeannie."

The new scripts in preparation include "Typee," "7th Fleet," "The Victor Riesel Story," "Legionnaire," "Counterpunch," "Yellow Knife," "Plunder," "Fancy Dan," and "Queen of the Universe."

Wronker Services Today

Funeral services will be held today for **Robert Wronker**, feature writer in 20th Century-Fox's publicity department, who died Monday. Services will be at 11 A.M. at Mount Vernon. A member of the film company's publicity department since May, 1949, Wronker's duties as head writer included the preparation of news and feature stories, special articles and the creation of other publicity and exploitation material.

Ed Sullivan Drops Plan For Bergman Booking

Ed Sullivan announced yesterday that he had been unable to work out arrangements for the appearance of **Ingrid Bergman** on his CBS television program and was abandoning any further effort to secure her services.

Sullivan recently was the target of criticism in motion picture and television circles for having asked the opinion of his tv viewers on whether or not **Miss Bergman** should be allowed to appear on his show in connection with promotion for 20th-Fox's forthcoming film, "Anastasia."

To Reexamine Footage

He earlier shot special film material on the Paris location of "Anastasia" to be used as part of the promotion on the show. Yesterday a CBS spokesman said that since this material had been designed for use in connection with **Miss Bergman's** personal appearance, the footage would now have to be "reexamined" to see if it would stand up without her appearance.

Call Newspaper Space Arguments 'Not Valid'

The argument over whether newspaper space devoted to motion picture and radio-tv publicity is in proportion to their paid advertising is not valid, said the lead editorial in the Aug. 18 issue of "Editor & Publisher."

The editorial answered an article in the same issue by **Elmer C. Rhoden**, president of National Theatres, who said that radio-tv was getting far too much free copy in relation to its paid space, as compared with motion picture theatres.

Cites Reader Interest

Although "we have felt that radio and tv logs should be in paid space," the editorial said, "newspaper editors in general—try to satisfy reader interest with the news and feature material they publish. There is such reader interest in coverage of radio and television news. As long as editors apply that criterion with reason we don't see how anyone can make a valid case against the volume of space devoted to either."

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SBA Policy Unit Will Meet on Theatre Loans

From THE DAILY Bureau

WASHINGTON, Aug. 21 — The policy board of the Small Business Administration will meet some time next month to decide whether or not it will make small theatres eligible for government loans.

The request to make S.B.A. loans available to small theatres wishing to modernize was made last week in a brief sent to the agency by a committee of Theatre Owners of America, headed by **A. Julian Brylawski**. In a letter sent yesterday to **Brylawski**, SBA administrator **Wendell B. Barnes** acknowledged receipt of the brief and declared that SBA was "considering" the matter and would notify **Brylawski** after the policy board met.

Brylawski also received a similar letter from Secretary of Commerce **W. A. Rorer** and Secretary of the Treasury **W. A. Rorer**, who make up with **Barnes**, the SBA policy board. Copies of the brief, along with covering letter, had been sent to both secretaries.

Alterman's Father Dies

NEW HAVEN, Conn., Aug. 21—Funeral services were held here yes-

Hooley Dies; Manager 'Variety Baby' Theatre

PITTSBURGH, Aug. 21—Services were held today in nearby Pleasantville for **John O. Hooley**, 81, veteran manager of Harris Amusement theatres in this area since 1915.

He was manager of the Sheraton Square Theatre in East Liberty 1928 when a baby was abandoned there. This led to the founding of first Variety Club when **John H. Morris** and a group of other local showmen decided to adopt the baby. **Hooley** leaves a sister and brother in Montreal.

Harry Sheer Dies

HACKENSACK, N. J., Aug. 21—Funeral services were held here yesterday for **Harry Sheer**, veteran exhibitor and owner-operator of Rialto Theatre in Ridgewood, N. J., who died following a long illness. Sheer was a member of the National Theatre Owners of New Jersey and was well known in film circles in his locality.

Services were held here yesterday for **Philip Alterman**, father of **Joseph G. Alterman**, assistant secretary of Theatre Owners of America, who died over the weekend.

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are in **LIFE**

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LIFE

THE BIG ONE IN MOVIE SELLING

LIFE's weekly audience is 26,450,000

Source: A Study of Four Media

War and Peace

(CONTINUED FROM PAGE 1)

istic and commercial success inevitably will influence production taking in a period of industry experience that calls for new horizons and new methods of attaining them. It is certain as well to win new interest in and patronage for the screen.

"War and Peace" unquestionably is an achievement which will stand as long as an example of the finest possibilities of international co-production, for throughout its unusual length, and in every aspect of its exceptional cinematic quality, there stand the contributions of the Russian motion picture industry as clearly marked as those of the American. It restores to the former a high place in the annals of distinguished motion picture making.

The epic story of "War and Peace" is told in the romances and tragedies, the joys and sufferings, of the several principals, members of the Russian nobility, caught up in their country's war with France. Vast scenes of battle, spectacularly magnificent with the maneuverings of thousands of men and horses, the depiction of the destruction of Moscow, the evacuation of the city and its occupation by Napoleon's army, and the eventual disastrous retreat of the French over the thousands of miles of scorched or frozen earth they had conquered, contribute enormously to the pictorial impressiveness and atmosphere of authoritativeness which imbue the production from beginning to end.

Against such a background are depicted the romances and family life of Miss Hepburn, as the young daughter of Count Rostov. As the story opens, Russia is moving to oppose Napoleon's westward march. Moscow is filled with marching men, colorfully uniformed, and brothers, sons and lovers leaving to join the Czar's army. Anna, a friend of the Rostov family, serious minded, hating violence and war, is aloof from the excitement. The illegitimate son of a nobleman who made him his heir on his deathbed, Fonda is pursued by the beautiful Anita Ekberg, to whose charms he surrenders, despite an obvious attraction for the younger, and more genuine Miss Hepburn. The marriage is a brief one, with Miss Ekberg becoming the subject of gossip in Moscow as Fonda assumes charge of his inherited country estates. As the gossip progresses to scandal, Fonda is involved in a duel with Helmut Dantine, as a young adventurer, and by luck emerges unharmed. Separated from his wife, he accompanies the Rostov family on a rural holiday. There he introduces his friend, Mel Ferrer, a young officer and widower, to Miss Hepburn. The two fall in love but Ferrer's father opposes the match and obtains a promise from Ferrer that he will not wed Miss Hepburn for a year. In the interval, she meets and falls in love with Vittorio Gassman, who plays a notorious character already married to a Polish woman.



King Vidor

May Britt, as a cousin of Miss Hepburn's, and Anna intercede to prevent a planned elopement of Miss Hepburn and Gassman, but word of the escapade reaches her fiancé, Mel Ferrer, who is bitterly disillusioned and unforgiving. Meanwhile, the war comes closer to Moscow. Endeavoring to learn more of the carnage he hates, Fonda goes to the battlefield at Borodino where despite heavy losses, the French prevail and Moscow must be evacuated. The Rostov family in flight encounters Fonda, who is determined to attempt the assassination of Napoleon in Moscow, and also finds Ferrer among the Russian wounded. They find refuge in a monastery where Ferrer succumbs to his wounds despite the loving care of Miss Hepburn, whom he comes to forgive and to whom he proclaims his love before his death.

Moscow is put to the torch. Fonda is taken prisoner by Napoleon's troops and, as the months pass and supplies in the devastated city are exhausted, the French army is obliged to abandon it and begin the fearful march westward as winter approaches. Fonda and other Russian prisoners are forced to accompany the French troops on the harrowing journey. In a surprise raid by Russian cavalry on the retreating French, Fonda is separated from his captors and returns to Moscow where, in the desolate home of the Rostovs he finds Miss Hepburn, now a mature woman, waiting.

As has been stated, performances are outstanding on the part of



Dino DeLaurentiis

Walsh Reports Better Years Ahead, Says Ricketson

Special to THE DAILY

KANSAS CITY, Aug. 21—"While strikes and lockouts are still relatively few, they have been on the increase during the past two years as a result of management's toughening resistance to our demands," Richard F. Walsh, IATSE president, said in his biennial report to the second day of the convention today.

Walsh said that in the past two years the general office granted permission to strike, picket or take other action in 122 cases, compared with 105 permissions during the preceding two years. Settlements have been reached in all except 40 cases in the past two years.

I. A. Emblem

Walsh urged insistence on displaying the IATSE emblem in box office windows and on equipment made by IA members. Reviewing efforts in which IA members have been active in getting admission tax cuts, Walsh said the goal is complete repeal, and the campaign will continue "both independently and as part of a drive to wipe out all excise levies, including the cabaret tax. AFL-CIO is solidly behind this campaign," he said.

The report noted the Alliance now has 985 locals, an increase of 13 since the last convention, with an organizing drive now on in Washington, D. C., which has become a production center for newsreels and tv films. Walsh reported on a continuing organizing drive in the tv field, with more than 300 Hollywood tv film producers and about 100 in New York signed to labor agreements. He also said contracts have been signed with all three companies now offering closed-circuit tv in hotels, including the Sheraton and Fleetwood in addition to Theatre Network Television.

every member of the cast. In addition to those mentioned, Barry Jones makes a congenial father to Miss Hepburn and her two soldierly brothers, played by Jeremy Brett and Sean Barrett, the latter killed in his first encounter with the enemy. Lea Seidl is fine as the mother. Wilfred Lawson makes an austere father to Mel Ferrer, and Anna Maria Ferrero an appealing sister. Milly Vitale is his unhappy wife who dies in childbirth.

Herbert Lom gives a credible portrayal of Napoleon, and Oscar Homolka is shrewdly reasoning as the Czar's commanding general. Tullio Carminati is engaging as the father of the designing Miss Ekberg.

Too much credit cannot be given the distinguished work of the adapters of the 1,400-page Tolstoy work. They include Bridget Boland, Robert Westerby, Vidor, Mario Camerini, Ennio De Concini and Ivo Perilli. Nor should technical credits be overlooked where the work has been so superior and the contribution to the exceptional result of such importance. Jack Cardiff was director of photography, and Aldo Tonti director of photography for the second unit. Mario Chiari was art director, with Franz Bachelin as associate, and Gianni Polidori as assistant. Maria De Matteis was in charge of costumes, and Piero Gherardi of set decoration. J. Leslie Hodgson was sound editor, and Charles Knott in charge of sound recording. Nino Rota provided the music score.

To undertake the transferral to the screen of the great Tolstoy novel was in itself an ambitious, even heroic endeavor. To accomplish it as has been done with so much credit to all concerned, as well as to the institution of the screen, is to add a bright new chapter to motion picture annals.

Running time, 208 minutes. General audience classification. Release date, not set.

SHERWIN KANE

From THE DAILY Bureau

HOLLYWOOD, Aug. 21—The motion picture will be an "even more potent factor" in American life in the future than in the past, Frank H. Ricketson, Jr., newly appointed general manager of National Theatres, told the Southern California division of Fox West Coast theatre managers here today following an inspection tour of the Fox Intermountain, Evergreen and Northern California divisions.

Ricketson leaves tomorrow for similar visits with Fox Midwest managers in Kansas City, St. Louis and Wichita.

The NT executive said he has witnessed a definite upswing in public reaction to new Hollywood product, naming some attractions and forecasting a similar response to others approaching release. He said he is making an intensive study of admission price scales, and stated "no complaint" has been received on advanced prices charged for "King and I" where it has been shown.

Ricketson returns here for an NT board meeting Sept. 6.

Guthrie Films 'Rex'

Sophocles' "Oedipus Rex" has been filmed under the direction of noted theatrical director, Tyrone Guthrie, for a company headed by Leonid Kipnis, it has been announced. It features the cast of the Shakespearean Festival in Stratford, Ontario and was filmed in Eastman Color in Toronto. The picture will be distributed by Motion Picture Distributors, Inc. and will have its New York premiere in the fall.

The love story of a
teen-age boy and an
understanding woman.

"Years from now," Laura
was saying softly, "when
you talk about this and
you will—be kind..."



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COLLIER'S	PARENTS'	MODERN SCREEN	MOVIE STARS PARADE
REDBOOK	TRUE STORY	SCREEN STORIES	FILMLAND

Full pages in Life, Saturday Evening Post, Look, Cosmopolitan, Ladies' Home Journal, McCall's, Redbook, Woman's Home Companion. M-G-M's famed "Picture of The Month" column in Collier's, Cosmopolitan, Good Housekeeping, Look, McCall's, Parents', Redbook, Seventeen, True Story, Woman's Home Companion. "Lion's Roar" column in Saturday Evening Post.

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3. 700 line display ad on Sunday, September 23rd or thereabouts on amusement page.
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PHONE M-G-M TODAY!

If you haven't set your date, do it now in order to cash in on this tremendous release-date-penetration.

National Pre-Selling

FLANKING a fine color photo of Audrey Hepburn that is too large to fit on one page in the September issue of "Woman's Home Companion," are these words, "The subtle siren charms of Audrey Hepburn have spiced up many a marshmallow movie. But in one sudden step Audrey has gone from light romance into the deep, brooding recesses of Russian drama, while appearing in 'War and Peace'."

Two page spreads are devoted to the new Paramount picture in this issue—one for the review and the other for the fashions worn by Miss Hepburn in this film from the Tolstoy book.

"The King and I" was selected by "Seventeen" as the picture of the month for September.

Liza Wilson, Hollywood editor for "American Weekly," wrote a personality story of Natalie Wood for the Aug. 19 issue and got in a good plug for "The Search for Bridey Murphy." Incidentally, Liza also mentioned "The Searchers," "A Cry in the Night," "The Burning Hills" and "The Girl He Left Behind."

Eugene Kammerman, photographer, was sent to cover the Cannes Film Festival by "The Saturday Evening Post." The results are many sharply focussed color photos appearing in the Aug. 18 issue. On the lead page of the article there are two photos of Kim Novak, star of "The Eddy Duchin Story."

A photo of Gable, suntanned from the hot desert sun in Utah where "The King and Four Queens" is being filmed, appeared on the front color cover of "Look's" Sept. 4 issue. It is aptly captioned "Clark Gable, the King Has Four Queens."

A pictorial story of this torrid new film, in which Gable is pursued by four women who haven't seen a man in two years, starts on a full-color spread. Over all, parts of five pages are given over to this new U. A. picture.

Marshall Scott, for the September issue of "Cosmopolitan," selected "War and Peace" as the outstanding picture in release. He says, "It is a rousing, gigantic film with Audrey Hepburn a marvelously attractive Natasha and Mel Ferrer the dashing Prince Andrey with whom she falls girlishly, impetuously in love."

Starting with the cover, four upcoming RKO productions get breaks with photographs of their stars in the August-October issue of "Screen Album." Debbie Reynolds and Eddie Fisher appear on the cover with a still from "Bundle of Joy."

WALTER HAAS

One Man's TV Views

By Pinky Herman

JAMES A. Michener, Pulitzer Prize-winning author of "Tales of the South Pacific," will meet NBC producer Robert D. Graff when he arrives in Indonesia next month and will serve as "guide" during the filming of a 90-minute color telefilm, "Assignment: Southeast Asia," which will be telecast over NBChannels sometime next January or February. . . . Jim Mills, whose platter-chatter has been featured for years in Chicago via WIND, WGN and WBBM, has been signed to an exclusive NBContract and starting next month will be heard three hours daily. He'll maintain his radio & tv firm. . . . J. Fred Coots, Jr., Ziv tv productions Hollywood staffer, and Marie Watkins, traffic supervisor at CBS-TV there, will sing an "I Do-et" October 12. J. Fred Coots, Sr., double AAscap tuner, has clefted a special ballad for the occasion. . . . Screen Gems has signed Eddie Bracken to star in a FORD-coming telefilm, "The Man Who Kept His Promise," which Lou Breslow will produce. Lew Ayres will likewise star in "Measure of Faith" for the same series with Joe Hoffman producing. . . . Martin B. Cohen planned out to Hollywood to set up arrangements for the "Wide, Wide World" presentation of "The Hollywood Story" on NBC, Sept. 30.

★ ★ ★

A new telefilm series, co-starring Les Paul and Mary Ford, gets underway today at the ATV Film Productions Studios in Long Island City under the supervision of Don Marc-Trevor, a graduate of the Sorbonne in Paris, was recently added to the ATV producers staff. . . . John Williams, British actor who won international acclaim for his performance in Alfred Hitchcock's award-winning motion picture of several years ago, "Dial M for Murder," will star in Hitchcock's TVersion of John Collier's short story, "Back for Christmas," CBSunday, Sept. 9. This thriller was originally telecast March 4 last. . . . The ABCoverage of the National Democratic Convention in Chicago last week earned the plaudits of tv columnists everywhere so prexy Bob Kintner sent a congratulatory telegram to the ABC newsmen, engineers, and other staff personnel at the Amphitheatre there. . . . Joe Saccone, well-versed in music, both pop and long-hair, has been named record librarian at WMGM.



Les and Mary

★ ★ ★

Utilizing Al Stahl's "multiplane technique," Animated Productions has filmed a tv commercial for Eastman Kodak which is most unusual. A logo of the word "Kodak" is seen falling off a driven golf ball and as the ball disappears, the word "Kodak" fills the screen. J. Walter Thompson is the agency. . . . Ingrid Bergman will not appear on the Ed CBSullivan program after all. . . . Ricardo Montalban, Maria Riva and Peter Lorre, will be seen in the 20th Century-Fox Hour TVehicle, "Operation Cicero," which will be CBScen in the fall. Based on a non-fiction story by L. C. Mayzisch, the teleplay was written by Ben Feiner, Jr., who is also the prdoucer of the film. . . . Prexy of Theatrical & Video Corp. Don Getz is currently in Europe readying 13 foreign color films for the American tv market. The pix are in French and Italian but will have to be dubbed in English. . . . Ted Cott has named Bennet H. Korn, WABDirector of sales. Korn was an account exec at WNEW and later worked at T.P.A. . . . NBC has purchased announcer Allen Swift's first tv script "Yankee Doodler," which will be telecast on "Matinee Theatre" next Wednesday.



Al Stahl

★ ★ ★

Teen-agers from Hollywood will have a chance to question comic Jerry Lewis when he gueststars on "Youth Wants to Know," over NBC-TV next Sunday at 3:30 P.M., EDT. . . . For his outstanding work in promoting Rodgers & Hammerstein's Todd-AO production, "Oklahoma!", thus reflecting credit on the State of Oklahoma, Governor Raymond Gary of that state has commissioned Nicholas John Matsoukas of New York City "An Honorary Citizen" of the Semi-Centennial Commission.

'War & Peace'

(Continued from page 1)

thor of the famed novel on which VistaVision film is based. Miss stoy was introduced to the audience by Paramount president Barney balaban, who said:

"In honoring her here tonight honor not only her father's memory but her own distinguished service. If the message of 'War and Peace' is the love of God and of all humanity, Alexandra Tolstoy is one of its noblest exponents."

Miss Tolstoy accepted the premiere honor by saying, "I hope that the production of 'War and Peace' will not only bring my father's ideas to millions of people, but that it will also promote a better understanding by the American people of the Russian people and a desire to help in their suffering and struggle for freedom."

Balaban earlier introduced DeLaurentiis, producer of "War and Peace," who accepted the plaque from his seat in the audience.

Newsreel camera crews were hand to shoot the premiere act and both radio and television covered the event.

Among the show business guests at the premiere were Wendy Farrow, Mr. and Mrs. Andre Baruch (Wain), Anne Baxter, Tony Bennett, Janet Blair, Martin Block, M. B. Cohen, Cheryl Crawford, Mr. Mrs. Vic Damone (Pier Angeli), DiMaggio, Jessica Dragonette, Emerson, Mr. and Mrs. Benny Davis (Blossom Seely), and others.

Paramount Pictures was represented by a contingent of top company executives headed by Balaban, board chairman Adolph Zukor.

Says Showmen

(Continued from page 1)

studios" and found the view widespread among them that "the picture is a lot better than theatre, say it is, and that the public has got any decent motion picture pictures to patronize as all do not maintain the standards set by the Hollywood City Music Hall."

The New Jersey exhibition lecturer said he "went West to determine Hollywood's attitude towards exhibition from the little people in the industry to the big people" in late connection with his family.

"The attitude toward exhibition—stems from reports handed out by the few 'big' people," Stern said. "Many 'little' people feel, as a result that theatres from Maine to California are in poor operating condition and the public hasn't got any decent place in which to see motion picture entertainment," he added.

Stern said that while in Hollywood, he had talks with producers concerning the lengthy running time of films. He said that long-running features do not let theatre patrons get home at a reasonable hour and that it was difficult to book to films on a double bill when pictures were lengthy.

MOTION PICTURE DAILY

Concise
and
to the
Point



80, NO. 38

In two sections

NEW YORK, U. S. A., THURSDAY, AUGUST 23, 1956

Section One

TEN CENTS

TORIAL New Type of Industry Thinking

By Sherwin Kane

PINANSKI's idea for the establishment of some form of financial authority under Compo to develop means of fortifying the economic structure of the industry to a degree that would restore confidence of outside investors in the industry continues to generate favorable comment and speculation.

Pinanski put his finger on a project vitally needed and, if it could be brought to realization, would pay handsomely for all branches of the industry. If he has developed the details of a specific plan to give form to his idea, he did not say so publicly. It appears that he would like to leave the details left to whatever committee or board Compo might appoint to examine and advance the project. But one thing is certain. In the Pinanski idea is wide-

support from the obvious merits of the Pinanski idea, and the imaginative possibilities it opens up, the suggestion has been a conversation piece for other reasons, as well.

It is recognized it as a proposal of a new order from what the industry has come to expect from external sources. Free of special pleading, it is statesmanlike in its concept and expression. It is concerned with what is good for all, rather than with one segment, irrespective of whether its members may be. Pinanski's idea does no more than set a new pattern in thinking on the subject of intra-industry relations and joint efforts to solve common rather than special problems. There have been a contribution of considerable value to the industry.

There will be little disposition on the part of many to sit around conference tables with those who are expected only to denounce and demand and not to concede and collect. If a start is to be made on solution of industry problems, it must come only with stated objectives for the benefit of all, and with the recognition that in order to achieve them, all, not just the few, must be willing to sacrifice.

See Italian 'Crisis' Over

The Italian motion picture industry has recovered from its "so-called crisis" and has "resumed full production activities by producing within the past 10 months 68 motion pictures," Dr. Eitel Monaco, president of ANICA, the producer's association in Italy, said yesterday at a press conference.



Dr. Eitel Monaco

Dr. Monaco said he and Giuseppe Brusasca, Italy's under-secretary for entertainment, sports and tourism, will "meet within the next few days with U.S. producer representatives to seek a common basis" (Continued on page 2)

DeLaurentiis To Make 'The Divine Comedy'

Dino DeLaurentiis will produce three motion pictures by 1959, among them a production based on Dante's "The Divine Comedy," it was announced here yesterday by the Italian producer. He said that "this major work of literature will be made with the assistance of American artists and finance."

The producer of "War and Peace," which opened yesterday at the Capitol Theatre here, announced his forthcoming plans at a press conference at the Hotel Pierre here. The conference was also attended by Eitel Monaco, president of ANICA; Giuseppe-

Sinatra Gives N.Y. Para. Record No-Holiday Week

The one-week gross of \$150,000 racked up by United Artists' "Johnny Concho" and the stage appearance of its star and producer, Frank Sinatra, at the Paramount Theatre here was the "greatest non-holiday week's gross in the 30-year history of the" (Continued on page 7)

'War and Peace' Starts Fast at Capitol Here

"War and Peace" was away to a fast start at the Capitol Theatre yesterday with the full day's gross estimated at \$20,000.

The three and one-half hour picture permits only four shows daily, contrasted with the Capitol's customary five or six shows. Admission prices are at normal Broadway level. Theatre officials said that while the Capitol is limited to the fewest shows daily in its history, yesterday's business provided the greatest dollar gross per show on its record books.

Final Pathe Edition Today

Today's issue of the Warner Pathe newsreel will be the last theatre edition put out by Warner News, Inc., subsidiary of Warner Bros. Pictures.

The decision to discontinue production was made last month as a result of operational losses. Since that announcement, negotiations have been underway by the news management to purchase the company from Warner Bros.

Andrew Gold, the news company's chief of special production, yesterday (Continued on page 7)

Philippine Situation Studied by MPEA

To solve problems of remittances and other difficulties involving licenses of its member companies in the Philippines, the Motion Picture Export Association may send a special representative to Manila, it was decided at a meeting of the board of directors earlier this week.

It was indicated that Irving Maas, MPEA vice-president and supervisor of foreign affairs, would probably be the one to go.

In addition the board went over in detail terms of the recently signed Italian pact and discussed color printing of films in Italy. The board also talked over the possibility of issuing United States Information Agency film contracts in Turkey; the division of licenses in Formosa; and supplying films to the RAF base in Norway.

Two Oct. Dates

Set 'Special' Release Plan For WB 'Giant'

Will Study Situations For 'Best' Handling

By LESTER DINOFF

(Picture on Page 7)

The distribution policy for the domestic release of the Henry Ginsberg-George Stevens production of "Giant" will be formulated by Warner Brothers on a situation-by-situation basis, according to the producers of the wide-screen production. The 195-minute color film will open at the Roxy Theatre here on Oct. 11 and at Grauman's Chinese Theatre in Los Angeles on Oct. 18, they announced yesterday.

Ginsberg and Stevens, in a trade press conference at the St. Regis Hotel (Continued on page 7)

Set Deal for German Film in Superscope

HOLLYWOOD, Aug. 22 — Joseph Tushinsky, president of Superscope, Inc., has concluded a deal with Konstantin Films, of Frankfurt, Germany, to process three of that company's productions for "Superscope 235" wide screen projection.

Two of the Konstantin pictures, "Kleiner Mann, Guaz Gross" and "Der Bettelstudent" are already completed, and the third, "Flucht Von Der Sonne" is currently shooting in Nairobi, Africa. Anamorphic enlargements will be made at the Technicolor, Ltd., plant in London.

Edgar Ulmer, German representative for Superscope, represented the Tushinsky Brothers in closing the deal with Konstantin Films, which is one of Germany's largest producing and distributing organizations.

TWO SECTIONS TODAY

This issue of MOTION PICTURE DAILY appears in two sections. The first section is devoted to regular features and news coverage. The second section is devoted to Paramount's epic production, "War and Peace."

PERSONAL MENTION

JOE PASTERNAK, M-G-M producer, will arrive in New York from the Coast tomorrow. **ARTHUR GREENBLATT**, Allied Artists home office sales executive, is in Buffalo from New York.

KEYE LUKE, Chinese American actor, has left here for London via BOAC.

CAPTAIN I. R. MAXWELL, managing director of Maxwell Films Distributing Co., left here yesterday for London via BOAC.

DINO DELAURENTIIS and his wife **SYLVANA MANGANO**, left for Hollywood yesterday from New York.

RALPH SERPE, the Italian government television representative in the U.S., left here yesterday for the West Coast.

WOR-TV Sets Preview Of Fall Programs

A new fall programming from WOR-TV highlighting outstanding films from the RKO Radio Pictures' library will be previewed for the public during a special week's show Aug. 26 through Sept. 1, it was announced by Gordon Gray, executive vice-president and general manager of WOR-TV, RKO Teleradio Pictures affiliate.

New programs to be seen on Channel 9 during the special "Preview Week" are: "Constance Bennett Presents the Theatre of Movie Classics," "Hour of Danger," "Crusader Rabbit Terrytoons," "Six O'Clock Movie" and "Weird Theatre."

Each program will present a series of films in the same theme. Constance Bennett will introduce "star-maker" pictures of the 1930's. "Hour of Danger" will feature suspense and mystery pictures, mostly from "The Saint" and "The Falcon" series. "Weird Theatre" will put on view a line-up of horror pictures listing performers like Boris Karloff, Peter Lorre and Bela Lugosi.

All the programs will be multiple showings, Gray said, to give viewers the convenience of picking a particular showing of a WOR-TV program without having to miss a favorite program on another channel.

Other new programs that won't be seen in the "Preview Week," he said, are "Love Story," featuring romantic films, and "Comedy Theatre," presenting RKO comedy pictures.

See Italian Crisis Terminated



AT THE PRESS CONFERENCE YESTERDAY: Dr. Eitel Monaco, Giuseppe Brusasca, interpreter, and Dino DeLaurentiis.

(Continued from page 1)

for co-production agreements.

The Italian industry's recuperation, according to Dr. Monaco, can be attested by the fact that:

In 1955, Italian product nationally grossed \$200,000,000;

Last year, 850,000,000 people in Italy attended theatres to see films.

Co-production agreements between Italian and other producers from foreign nations have enabled his industry to gross \$900,000,000 in the European market alone last year.

The president of ANICA, speaking with the aid of an interpreter, said that the development and expansion of the Italian motion picture industry

in recent years has culminated in the production of "War and Peace." This achievement has enabled the Italian industry to "seek a common basis with American producers for co-production agreements and it should also open doors for all levels of co-operation between the U.S. and Italian industries."

Dr. Monaco said the new agreement between Italy and the Motion Picture Export Association "will see 40 per cent of frozen revenue reinvested in Italian films via co-production ventures." He said his talks with the MPEA representatives here will seek other deals outside of the new agreement.

See Agreement Soon On BBC Film Service

From THE DAILY Bureau

LONDON, Aug. 22 — Reportedly, an early agreement is expected to be reached in regard to the supply of feature film to the BBC Television Service.

The Corporation asked for complete freedom of choice—up to an agreed maximum—in selecting the feature films it wishes to televise. Thus, the Corporation might be able to buy old films from among the American backlogs recently sold to tv or Continental films.

The Producers' Association has discussed the proposal and found it "generally acceptable." The negotiations, said a BFPA spokesman, are "making real headway. It looks as though we are getting near the stage when agreement would be acceptable."

Following the Producers' acceptance the suggestions will then go for consideration by the other trade bodies and then to the trade's four associations' committee for ratification by that body.

DeMille Is Featured In Western Union Ads

Producer - Director Cecil B. DeMille is the subject of a two-color, full-page advertisement placed in national magazines by Western Union in a new promotional campaign "featuring business users of telegrams."

In the first of the series of ads DeMille tells "how telegrams have helped him do a faster, more efficient job in his 44 years of film making." This ad appeared in the Aug. 2 issue of "U. S. News and World Report" and will also be in the Sept. 3 issues of "Time" and "Newsweek."

Host Italian Officials

The Motion Picture Export Association and members of its international films committee entertained visiting Italian government and film industry representatives at a cocktail party at the Harvard Club here yesterday. Among the guests were Dr. Eitel Monaco, president of ANICA; Giuseppe Brusasca, Italian Undersecretary for Entertainment, Sports and Tourism, and Dino DeLaurentiis, producer of "War and Peace."

... NEWS ROUNDUP

AA Closes Exchange

Bookings, billings and shipments Allied Artists product in the Pacific Southwest will be handled by the Atlantic exchange starting Sept. 1, with the company's Portland branch to be consolidated with the former, it announced by Morey Goldstein, vice president and general sales manager. However, Richard C. Carlson, manager of the Portland exchange, will be retained there as sales representative.

Selznick, Hecht Write Script

David O. Selznick and Ben Hecht, who have collaborated on several scripts in the past, will renew their association in preparing the screenplay of "A Farewell to Arms," Selznick has announced. The latter will produce the picture, based on the Ernest Hemingway novel, in Italy starting in February with Jennifer Jones in the female lead. 20th Century-Fox will release.

'Summer' to 15 Theatres

"Fruits of Summer," the Ellis film, has been booked simultaneously in neighborhood theatres in the New York area starting Sept. 23.

To Select 'Miss Colony'

The Colony Beach Club, Long Beach, L. I., N. Y., will select a "Miss Colony" on Sunday to be eligible finalist in the Miss Exquisite Figure—"Trapeze" contest which Universal Artists, distributors of the motion picture, is sponsoring.

Divine Comedy

(Continued from page 1)

pe Brusasca, the Italian government undersecretary for entertainment, sports and tourism, and officials of the Italian Films Export release agency here.

Brusasca, whose comments were translated into English by an interpreter, urged American producers to engage in co-producing agreements with Italian film makers. He said that the success of "War and Peace" "a good inducement for such production deals."

DeLaurentiis said that while he is in Hollywood later this week for the West Coast premiere of "War and Peace," he will seek American writers and artists to work on "The Divine Comedy." He said he expects to begin actual shooting in 1959, but expects to produce at least two films before that, among them being "The Sea Wall."

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All
the News
That
Is News



MOTION PICTURE DAILY

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80, NO. 38 In two sections NEW YORK, U. S. A., THURSDAY, AUGUST 23, 1956 Section Two TEN CENTS

'WAR AND PEACE' IN RECORD PREMIERE

International Audience Acclaims Film at N.Y. Opening



scene at the Capitol theatre, New York, Tuesday night.

Long Customer Lines at Capitol on Broadway Follow Celebrity-Packed Premiere; Critics Hail Screen Epic

Paramount's "War and Peace" yesterday opened to the public at New York's Capitol Theatre with customer lines that extended from the boxoffice to nearby 51st Street, around the corner and clear down to the next avenue, Eighth.

Boxoffice records were certain to be broken forthwith, according to the theatre's executives.

Hollywood Opening Set for Tonight

This evening at the Hollywood Paramount Theatre the second international premiere of "War and Peace" will be held with fanfare matching that which New York witnessed last night when the Paramount and Ponti-DeLaurentiis production

(Continued on page 7)

It was an appropriate scene, for the Ponti-DeLaurentiis production of Leo Tolstoy's 1,500-page masterpiece was greeted by rave press notices yesterday morning following an invitational international premiere the night before at the Capitol that proved to be one of the most spectacular entertainment events of the year in New York. (See page 2 for summary of New York press reviews.—Ed.)

Yesterday's throngs of paying customers matched the crowds that poured into the Capitol Tuesday night as thousands held back by police guard rails and mounted patrolmen cheered and applauded arriving celebrities.

Guest of honor at the glittering world premiere was Alexandra Tolstoy, sole surviving offspring of the novelist. She was introduced to the United Nations diplomatic representatives, film industry executives, stage and screen stars, tv celebrities, and others who made up the first-night "black-tie" audience by Barney Balaban, Paramount Pictures president. This was done from the Capitol stage before the start of the film which Miss Tolstoy said she hoped would promote a better understanding by the American people of the Russian people in the latter's struggle today for freedom.

Oscar Homolka, who portrays in the picture the Russian general who defeated Napoleon, was in the audience, as was Dino DeLaurentiis, producer of the VistaVision-Technicolor epic, who was spotlighted for a bow from his seat in the orchestra.

Loew's, which operates the Capitol, yesterday radiated optimism regarding the picture's boxoffice prospects.

DeLaurentiis' Dream of Years Is Fulfilled

By DINO DeLAURENTIIS

It was in Capri in 1943 that I first read Tolstoy's "War and Peace." I always wanted to read this literary classic, but never before seemed able to find the time to do so. I was utterly fascinated by the story I read from both the historical and deeply important psychological aspects.

For me this product of Tolstoy's is a sort of boundless forest with hundreds of characters who, although involved in great historical events, have changed the face of the world, remain more and more imbued with the eternal motives of man, with his passions and weariness, abandonments and reawakenings, loves and deaths, life and death, war and peace.

I thought of this great novel as an excellent possibility for a screen production, but obviously no film-maker had even dreamed of a proposition so massive in a time of ruinous war. Nevertheless, when I returned to Hollywood in 1944, I registered the title

(Continued on page 6)

EDITORIAL

WAR and PEACE

by Martin Quigley

The Ponti-DeLaurentiis-Paramount production of Tolstoy's "War and Peace" is a formidable contender for place in that select company of the handful of the greatest motion pictures yet produced in the history of the art-industry. There may even be those who will not be prepared to give precedence to any one or more of the great pictures that up to now have glorified the screen.

"War and Peace" is a triumph of the art. It is unthinkable that any other visual medium could even approach its majestic power in poignant drama, spectacle and beauty. It is an eloquent vindication of those who assert the unparalleled potential of motion pictures.

Commencing as must every great motion picture with superlative story material, it has been given a production that excels in all of the vital aspects—direction, acting and photography. A marvel of selective compression was achieved in taking Leo Tolstoy's monumental novel, which has been hailed by a majority of the leading scholars and critics the whole world over as the greatest novel ever written, and distilling it into a well-knit, fast-moving and powerful script. In three hours and twenty-eight minutes it registers the humanity, the joy and the tragedy, the spectacle, the movement and the principal characterizations of the fourteen-hundred-page book.

"War and Peace" is a glowing example of the fruits of international co-operation. The harvest in credit is sufficiently abundant to go all the way around with generous portions for all concerned. Despite the powerful contenders that will be in the running, the thought persists that it will bear

(Continued on page 7)

Ad Campaign Will Reach Saturation

The merchandising campaign that has pre-sold "War and Peace" to the American public is one in which Paramount can take immeasurable pride.

In the publicity sphere the campaign has registered with great impact on both the national and the local levels, the principal media involved being magazines, newspapers, radio and television. The advertising, a blend of dignity and "hard sell," has held public attention through billboards, posters, newspapers, magazines, radio, etc.

Many Spot Announcements

A total of 700 spot announcements are being aired over 13 metropolitan New York radio stations during a nine-day period that began yesterday.

This radio advertising came hard on the heels of a saturation billboard and poster campaign that has been reminding subway riders, motorists, pedestrians and commuters throughout the metropolitan area of the New York Capitol Theatre engagement. The poster art has underscored the grandeur, action, spectacle and star power that lift "War and Peace" to film entertainment heights. This is equally true for the magazine and newspaper ads.

Publicity Piles Up

Magazine and newspaper publicity on "War and Peace" has piled up in unprecedented volume. In a headline last Sunday, the New York *Herald-Tribune* described the publicity build-up on the picture as "cosmic." The first page of the paper's amusement section was almost entirely given over to "War and Peace," while the New York Times, in line with its week-after-week contributions of extensive space, last Sunday climaxed its heralding of the film with a giant eight-column cut. All other New York morning and afternoon papers, like papers in cities all across the country, have been lavish in devoting space to the Paramount picture.

Virtually every magazine in the country has gone "spectacular" over "War and Peace." Multi-page and cover treatments, most in full color, appeared in *Life*, *Look*, *Newsweek*, *Glamour*, *Redbook*, *Women's Home Companion*, *Vogue*, *Cue*, *Seventeen*, various Sunday newspaper magazine supplements, fan magazines, and many others.

The campaign, complete in every sense was planned and executed by the Paramount ad-publicity department headed by vice-president Jerry Pickman.

Quotes from the Critics:

"The combined production efforts of Paramount Pictures and Carlo Ponti and Dino DeLaurentiis have turned Count Leo Tolstoy's classic novel, 'War and Peace,' into a brilliant, absorbing motion picture. . . .

"It was a memorable occasion, as not since 'Gone With the Wind' opened in 1939 has a motion picture created so much interest and held an audience spellbound for so long a sitting. . . .

"The film is a breath-taking cinemascope version of Tolstoy's story. . . .

"The screen canvas is artfully filled by director King Vidor with a story that commands attention, both in its large scale battle sequences and in the more intimate glimpses into family life. The action is gripping, romantic, humorous, tender, sad and tragic by turns and the director embellished it with the author's philosophical meditations on war, peace, life, love, death, labor and the pursuit of happiness. . . .

"It is hard to imagine an actress other than Audrey Hepburn in the role of Natasha. . . . Mel Ferrer gives a fine characterization of the dutiful, serious-minded Prince Andrey. . . . Henry Fonda fulfills with conviction the author's idea of a gentle pacifist. . . ."

—Kate Cameron, *Daily News*

"War and Peace" is a superb film, well worth waiting for . . . there is great beauty in its photography.

"This is a story of such a vast scale that it is constantly fascinating. In broad outline it is like a Homeric epic.

"Audrey Hepburn is beautiful and has a shining exuberance. . . . Hers is a rare and subtle feat of acting. A fleeting look in her eyes can express all the pain of growing up. Certainly it is the best feminine performance of the year. . . .

"Pierre is played by Henry Fonda. It is a wonderfully gentle performance. All the other actors are excellent.

"Dozens of scenes stand out, like bright jewels. Borodino is one of the most spectacular battles ever filmed, especially the dazzling charge of the French cavalry.

"King Vidor has directed the actors with an instinct that is always sensitive but never 'sentimental.' . . . The screen play has a nice simplicity and the musical score is attractive. . . . It makes a brilliant movie."

—William K. Zinsser, *New York Herald Tribune*

"An admirable film. . . .

"Its trio of extended spectacles are sweepingly superb. The multiple love stories have appeal and conviction. The luxury of old Moscow is a dazzling eyecatcher. . . .

"The spirit and ideals of Tolstoy have been retained. . . . Battles are charged with graphic, at times frightening, realism with all the old skill of King Vidor. . . . Keeping the huge set of characters identifiable called for inspired casting and that is what the film got. Audrey Hepburn is a capricious, elfin delight, treating life as a happy spree until it buffets her impulsive indiscretions. Henry Fonda is emotionally, more than vocally, eloquent in his excellent portrayal of the troubled count. Mel Ferrer is another strong contribution. . . ."

—Alton Cook, *New York World-Telegram and Sun*

"... a big and beautifully photographed spectacle. . . .

"... a vast Technicolored panorama of human drama and military spectacle. . . .

"... massive scenes of war. . . .

"... sequences and moments of fire and beauty. . . .

"Certainly the mighty spectacles of clashing armies and Napoleon's retreat from Moscow are pictorially impressive and exciting beyond words. . . .

"... one of the sharpest and finest articulations of the incongruity of war. . . .

"The war scenes, shot in the rolling hills and plains of Italy, are as massive, colorful and exciting as anything of this sort we've ever seen.

(Continued on page 7)

FILM FACTS.

About "War and Peace"

HERBERT LOM, who portrays Napoleon, is a Czechoslovakian star who was driven into exile by Hitler in the '30's.

THE picture has 60 speaking parts with 18 of these being major castings.

AN entire village was constructed in Northern Italy to house the 11,000 persons who participated in the filming of the Berezina battle scene. Stables had to be provided for 3,000 horses.

VITTORIO GASSMAN, who plays the villainous Anatole Kuragin, has been a leading man in 20 pictures including "Bitter Rice."

THE production required the use of 11 mammoth sound stages, including the entire lot facilities of the Paramount DeLaurentiis Studios in Rome; three stages at the Experimental Center in Rome and three stages at Ciné Cité.

ALL the military uniforms were accurately reproduced from original drawings and kept some 90 Florence tailors busy stitching.

AN entire button factory in Switzerland worked day and night to manufacture the more than 100,000 buttons required for the uniforms.

TWO hundred cannons were "cast" for the production and constructed from reliable research material. Wooden models were made from original drawings, submitted to experts for their approval and then farmed out among several companies which competed with one another to turn out the best product possible.

TO augment the natural snowfalls of the Italian mountains, where the retreat from Moscow was filmed, snow-making machines of a type familiar to American skiers were put to work.

THE three great battles of the picture are Austerlitz, Borodino and Berezina. "Fought" in Northern Italy at Siusi and Ticino, they covered some six weeks of filming and involved the clash of 2,000 horses and 18,000 men.

PICTURE was filmed with the support of Italian military authorities.

SOLDIERS' costumes and equipment cost nearly \$750,000. More than 4,500 guns of every description were reproduced.



AT THE WORLD PREMIERE in New York: The Countess, Alexandra Tolstoy, arrives. So do the Barney Balabans, left. Below, Charles Boasberg, with Mrs. Boasberg.



A REPORT BY FLOYD STONE



THE PRODUCER of the picture, right, Dino De Laurentiis, with his wife, actress Sylvana Mangano.



Below, left, the Frank Folsoms; and, right, from Italy, Eitel Monaco and guests being registered by Paramount's Arnold Van Leer.

WKO circuit chief Sol Schwartz, and Mrs. Schwartz, above; Paramount's Robert J. Rubin and wife, below; and, right, 20th-fox's president, Spyros Skouras with Mrs. Skouras.



AND . . . the police, unusually efficient . . . the crowds, expectantly patient . . . the photographers, violent—and necessary.



"Ultimate Achievement" Says Zukor

By ADOLPH ZUKOR

I have probably seen as many motion pictures as any person alive. I base this on simple mathematics: during my more than fifty years in our industry, I have of course seen every single picture produced and re-released by Paramount, and in addition I have made it my business to see a great percentage of the product produced and re-



Adolph Zukor

leased by all other companies.

During all these years the greatest producers and directors, the finest writers, the outstanding stars, the most forward-looking scientists of our industry have been striving to improve and perfect the quality of motion picture entertainment. I have seen steady advance toward this goal in every way, every single year.

Now I have seen the ultimate in screen entertainment, the last word in perfection, the picture which the industry has for so long dreamed of someday producing. This is the Paramount-Ponti-DeLaurentiis VistaVision production, "War and Peace," which stars Audrey Hepburn as the lovely Natasha, Henry Fonda as Pierre and Mel Ferrer as Prince Andrey.

Called "Perfect Picture"

"War and Peace" is to me—and to everybody else who has already had the privilege of seeing it—the absolutely perfect picture. Starting with its story, the story which has been called "the greatest novel ever written," the picture brings to vivid, breathing life every bit of the sweep of emotion, the panorama of a world torn apart, the unbelievable scope of Leo Tolstoy's original novel. No matter what anyone wants in screen entertainment, he or she will find it in full measure in "War and Peace." Romance? The story of lovely, delicate, unspoiled Natasha, who blossoms to glowing womanhood when her eyes meet those of handsome Prince Andrey; the quiet, self-sacrificing, self-effacing love and devotion borne by shy Pierre for Natasha; the calculating lust and passion of the libertine Anatole and the selfish Helene; all these are among the very greatest love stories of all times. Action and adventure? What could top the savage sweep of Napoleon's conquering hordes as they sweep through the vastness of Russia, only to find their victory a hollow shell and the world's most crushing defeat?

Tolstoy's Daughter Calls Picture An "Overpowering Experience"

By ALEXANDRA TOLSTOY

I came away from my first viewing of the Ponti-DeLaurentiis production of "War and Peace" with tears in my eyes.

It was an overpowering emotional experience for me, as I think it will be for everyone.

At first I was terribly apprehensive, knowing how some of my father's other stories have been mutilated and cheapened. But suddenly, as I watched this greatest of his novels come to life before my eyes, my fears evaporated and I sat enthralled.

There is no doubt about it: "War and Peace" is a truly great motion picture.

"War and Peace" was written before I was born, and of course deals with events that occurred long before. But these events have been living in my imagination since I first read the book as a girl. The principal characters, after all, are my relatives. Natasha is my aunt Tania, while the characters of Andre and Pierre are a composite of traits taken from various members of the family.

Audrey Hepburn as Natasha is perfect. I cannot imagine a better portrayal of this great role. Mel Ferrer as Andre is almost as good. And the only shortcoming of Henry Fonda as Pierre is physical; the real Pierre was bigger, fatter, stodgier.

My father never saw any of his own works on the screen, and none of us ever imagined that such a story as "War and Peace" could be made into a motion picture. However, he was much impressed by the value of the movie as an educational tool.

One time, about 47 years ago, my father, a group of friends, my brother Serge, and I went to see one of the first motion pictures ever shown in Russia. None of us had ever seen one before.

As we left the theatre, my father said: "What a pity that they show such trash! Yet, what a wonderful

Here is action at its finest—the massing of mighty armies for the death struggles of Austerlitz, Borodino and Berezina, with 18,000 of Europe's Czar troops enacting the roles of the French and Russian armies.

But far more important than romance alone, or action and adventure alone, is the story of people which "War and Peace" presents. Tolstoy was the world's greatest artist, the one man who combined a superlative literary gift with a heart as big as his native Russia, a man who felt every emotion, every thought, every wish of each of his characters. As a result, Natasha, Pierre, Andrey, Napoleon, General Kutuzov and all the others in the gigantic cast are not mere figures in a story; they are vibrant, living human beings, and when we see them we feel every pang of despair and every surge of hope they are experiencing. In this lay Tolstoy's genius; and in the un-

Alexandra Tolstoy, who renounced the title of Countess when she became an American citizen, is the youngest daughter and only surviving child of Leo Tolstoy, author of "War and Peace." During the last nine years of her father's life, she was his secretary and constant companion.



Alexandra Tolstoy

To her, Count Tolstoy bequeathed the rights to all of his literary works. After his death, she edited his unpublished works, sold the first edition and, with the proceeds, bought land and gave it to the peasants in the vicinity of Yasnaya Polyana, her father's estate. All of his works as he desired, were then given immediately into the public domain.

She is now president of the Tolstoy Foundation, engaged in aiding refugees from the Soviet terror.

tool this new invention could be!"

I think that even he, who had such very high standards, would have been satisfied with the production of "War and Peace" as it is now being released by Paramount.

If I did not think so, I could never have allowed my name or that of the Tolstoy Foundation to be associated with the picture in any way.

The Tolstoy Foundation stems directly from Leo Tolstoy's hatred of oppression and injustice, which he instilled in his children, his love for people and his practical expression of that love on every occasion.

It was organized 17 years ago by an old friend, Mrs. Tatiana Schau-

qualified success with which director King Vidor has translated this mighty genius to the screen lies the greatness of the picture.

I am proud that our industry has produced "War and Peace," the story which has challenged the greatest minds of film-making for fifty years. I am even more proud that my own company is so closely associated with bringing to the screen the novel which everyone said "could never be made into a movie." For in "War and Peace" we see motion pictures at their peak, motion pictures as we have always hoped and prayed they could some day be; motion pictures as they strike off the shackles which held them in their infancy and reach the full glory of their maturity and perfection.

"War and Peace" is the greatest motion picture ever made. I believe it will forever be held up as a model for all to strive to follow.

FREEMAN HAILS FILM AS SCREEN 'LANDMARK'

HOLLYWOOD, Aug. 22—Y. Frank Freeman, Paramount Pictures vice president in charge of the Studio, today hailed the Ponti-DeLaurentiis production of Tolstoy's "War and Peace" as "a landmark among great pictures of all time."

"I should like," declared Freeman, "to extend my congratulations to DeLaurentiis, King Vidor and all who had a part in bringing the wonderful production of 'War and Peace' to the motion picture screen. As Tolstoy's novel is a masterpiece of literature and among the very great novels of all time, so is this translation of his story to the screen a landmark among the great pictures of all time. It will be an enduring credit to those who helped produce it, to its international cast and to the Italian motion picture industry."

Canadian Premiere In Two Cities Oct. 5

TORONTO, Aug. 22 — The Canadian premiere of Paramount's "War and Peace" will be held day-and-date at Toronto's Imperial Theatre and Montreal's Loew's, October 5, according to Gordon Lightstone, Paramount general manager for Canada.

Later in October the Ponti-DeLaurentiis production will open at the Capitol, Winnipeg; the Palace, Calgary; the Orpheum, Vancouver; Capitol, Halifax; Columbia, New Westminster; Capitol, Ottawa; Tivoli, Hamilton, and Capitol, Quebec.

November openings of the picture in Canada have been set for St. John's, Regina, Edmonton and Victoria.

fuss, and myself, both of whom have suffered under Communism. At the time the Foundation's total capital was \$25, given to me by a friend to buy stationery. It has lived ever since—usually precariously—on private, voluntary contributions, except for assistance received from the U.S. Escapee Program for much of our current overseas operations. In the 17 years the Tolstoy Foundation has grown from nothing but an idea to an international organization, with headquarters in New York and with 13 offices in Europe, the Middle East and South America. In addition, together with the World Council of Churches and other relief agencies it established and operates a large home for aged refugees on the French Riviera. It also maintains a center near Munich to receive and care for those who escape through the Iron Curtain, and a resettlement center and old people's home on a farm near Nyack, N. Y. The Foundation has already resettled approximately 15,000 refugees in the United States and thousands more in other countries of the free world. Many of these refugees have made important contributions to the United States and other countries that gave them asylum.

Classic Novel Comes Alive on the Screen



1. Pierre Bezukhov (Henry Fonda), cynical, idealist, and Natasha Rostov (Audrey Hepburn), young girl soon to be involved in love in adult life, watch troop march to war.



2. Pierre who refuses to join the army attends a wild farewell party for his friends. Here he receives news from Prince Andrey (Mel Ferrer) that his father is dying.



3. Princess Helene (Anita Ekberg) who married Pierre only for his position and wealth persuades him to leave her in Moscow when he spends the winter in the country.



4. Andrey leaves his pregnant, ailing wife (Silvia Vitale) in the care of his sister Anna (Maria Ferrero) as he departs to join the staff of the Russian commander (Oscar Homolka).



5. Andrey, whose wife died in childbirth, eventually is attracted by Natasha. Their affection for each other blossoms at a magnificent ball in Moscow.



6. With Andrey away on peace negotiations Natasha becomes infatuated with the worthless brother Anatole (Vittorio Gassman) of Pierre's unfaithful wife. She forgets about Andrey.



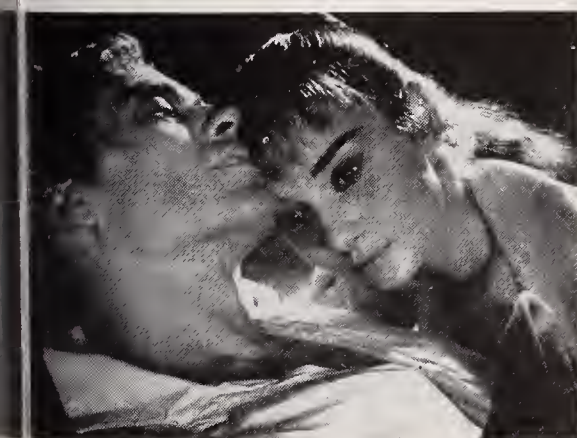
7. Napoleon (Herbert Lom) watches preparations for the battle of Borodino where the French, after an initial set-back, overwhelm Russian defenses.



8. Pierre, disconsolate that his friend Natasha has turned from the noble Andrey to Anatole who is already married to someone else, decides to see what war is like.



9. The conqueror Napoleon looks over a ruined and deserted Moscow. The Russian Commander knew that his army could beat the French only by a "scorched earth" policy.



10. Natasha finds Andrey seriously wounded. In spite of loving care, he dies after forgiving her for becoming involved with Anatole when he was pledged to marry her.



11. After its bitter retreat from Moscow in the midst of the Russian winter, the French Army is crushed. Cossacks free prisoners, including Pierre, who learns his wife is dead.



12. In Moscow Pierre finds Natasha. Together they face the task of reconstruction. At last and in peace they have found each other. In war or peace life and love go on.

Facilities in Italy Best Director Says

By KING VIDOR

Since returning to America after a year and a half spent in Italy on the production of "War and Peace," I have been asked: "How do Italian technical facilities compare with those in Hollywood?" "You must have had many language problems using a predominantly Italian crew?" "Directing a film of such vast scope did you miss the



King Vidor

great organizational help of the big Hollywood studios?" As I look back over the whole experience for some concise clue to the truth I come up with only one answer. If the goal is worthwhile the intermediate difficulties are unimportant. In this case the goal was the finest picture we could make from the magnificent story which Tolstoy had created.

Wanted Picture for Italy

For quite a number of years I had been searching for the right story to make in Italy. There seemed to be a certain artistic freedom about the place that I felt would be an inspiring and invigorating atmosphere in which to work. In Italy nothing is ever settled, it is always fluid, flexible and subject to change or improvement. So when I was asked if I would like to make "War and Peace" it didn't take me long to come to a decision. Friends warned me that there would be great gaps in the expert technical help I would require and presented other friendly misgivings and predicted that we would be shooting many scenes off the cuff. I replied that I had had to shoot off the cuff very often in times past and I would rather look forward to doing it again.

Dino DeLaurentiis who was determined to be the first to film "War and Peace" is a man of great courage and vitality. Some of my experiences with him reminded me of those I had had with the best in Hollywood. That is to say, when I was certain of what I was doing he did not worry too much about how it was to be accomplished.

Of course there were difficulties. Scenes were made on unventilated stages in sets flooded with lights for VistaVision and Technicolor in the midst of Rome's summer weather. We stood for weeks in knee-deep snow in the Italian Alps in below zero weather but these items paled in importance to the assets at my disposal: a perfect cast, magnificent sets

Diary of Two Years

Production Liaison Recalls the Key Dates in 'War and Peace' History

By RUSSELL HOLMAN

I have completed a stretch of about two years as Paramount's production liaison on "War and Peace."

I have never known exactly what the word "liaison" means. In the case of "War and Peace" it meant work, lots of war and little peace, molto excitement, and many thousands of air miles of trans-Atlantic commuting. Also it meant that you felt good if the project turned out well and you were a bum if it didn't. Right now I feel good.

Five key dates stand out in my memory of my crowded years with "War and Peace":

Script First Problem

Jan. 10, 1955, New York. I read over a weekend the 505-page first draft script which Dino DeLaurentiis had evolved through four Italian writers. "War and Peace" had been a dream and active obsession with Dino for many years. For over a year he had been toiling to get Leo Tolstoy's 1,300-page novel, the greatest ever written, into picture script form. Many other good, smart producers on two continents had tried it for two decades, and all had failed and given up. Dino's huge script submitted to Paramount was translated literally into English from Italian, it was far from the final form, but it unmistakably proved one thrilling thing! DeLaurentiis had licked "War and Peace" into filmable form on paper. A picture could be made, and it could be great. Paramount decided to be part of it.

March 14, 1955, New York. I received a cable from Dino that Audrey Hepburn and Mel Ferrer, in an automobile en route from Rome to Milan with DeLaurentiis and Director King



Russell Holman

and locations and the use of the Italian Army for our spectacular scenes.

I took a few Hollywood technicians with me when I went to Italy and some American know-how, but I was determined not to try to impose a completely Hollywood way of doing things on the Italian artisans with whom I was going to work. I knew that the Italian character had much to offer in an unrestrained way of making films. My responsibility was to take advantage, not to fight it.

For example, in the shooting of "War and Peace" we used no prop man (one of the most helpful assistants to a director by Hollywood standards) but the thousands of carriages, cannons, rifles, costumes, period paraphernalia, etcetera, etcetera arrived more or less on time as the

Vidor, had agreed to play Natasha and Andrey in the picture.

July 4, 1955, Rome. The Big Fire-cracker was touched off! I saw the first scenes in "War and Peace" shot as Audrey Hepburn ran down the marble stairs of the entrance hall to the Rostov mansion of the immense stage of the Government Experimentale studio. The giant replica of the city of Moscow could be seen nearing completion across the road on the back lot of Cinecitta studio. A mile away, the stages of the Ponti DeLaurentiis studio were bulging with thousands of vari-colored military uniforms and equipment for the principal performers and two armies of extras. Every inch of the studio's outdoor space was filled with cannon, muskets and other material of war. The studio shops were humming with construction activities.

Jan. 14, 1956, Rome. I saw the first rough cut of the picture screened at the Ponti DeLaurentiis studio. It ran over five hours, lacking final editing and dubbing, music score, color corrections, etc. There was plenty of technical work still to do. But the main tough job of shooting the picture was finished. And on the screen, even in that over-length, unperfected form, "War and Peace" looked fine!

Screened in London

July 4, 1956, London. We ran the first completely finished release print, fresh and sparkling from London Technicolor lab, of "War and Peace" at Paramount's Plaza Theatre for three hours and twenty-eight minutes starting at 9 A.M. It was just a year to the minute from the time the first scene of the picture was shot in Rome.

So the new Giant Baby, "War and Peace," was officially delivered and acquired multiple new parents—the sales and advertising department of Paramount, the exhibitors and public of the world. With them I have every confidence the baby will grow into a really memorable and prosperous manhood.

picture will thoroughly testify. We used no back-projection shots. Instead we staged completely realistic background action wherever a process shot would have been required in Hollywood. A more expensive method but an infinitely more effective one.

All story and production conferences, all scripts, daily orders, arguments, daily work schedules, directorial instructions had to be translated from English to Italian or from Italian to English and back again.

But through it all we knew we were working with one of the all-time great stories and our vision was a completed film worthy of its inspiration. So in looking back I seem to remember that it was all most exciting and enjoyable. It just happens that I like making movies.

DeLaurentiis

(Continued from page 1)

"War and Peace" and went to work on other productions.

It was after my experience in bringing Homer's Odyssey to the screen with "Ulysses" that I realized it was possible to make a motion picture version of "War and Peace." I was confirmed with the first story line of this great novel made screen-writer Ivo Perilli at my request. The next step was a greater elaboration of the story theme by Perilli together with screen writer De Concilio to be joined later on by the two well known French screen writers, Jean Aurenche and Pierre Bost.

After a couple of trips to America and the well known complications and arguments about which production would make the film, "War and Peace" first, I was at last able to show the final script to Paramount which company I had had success in past dealings. And Paramount agreed to handle the distribution of the film.

On a subsequent trip to America I had to decide on a director, and thought of King Vidor, a calm, energetic man whose motion picture work I had long admired. I met him and asked him quite frankly if he could accept the job. He said he could, and I was delighted to see him immediately. In Italy I had already signed director Pietro Germi for the second unit.

Hepburn, Ferrer Sign

The star problem still had to be solved. In Rome I had had talks with several top American actors and actresses whom I regarded as strong possibilities for the roles. However, nothing resulted. Then when I learned that Audrey Hepburn was in Switzerland, I drove all the way from Rome to the Swiss border together with King Vidor and met the star and her husband, Mel Ferrer, in their hotel room. We talked about the projected film and the story for three hours. Audrey and Mel listened with great attention and accepted the roles of Natasha and Andrey, respectively, without even reading the script. A few days later, in London, the contracts were signed.

The third leading role, that of Pierre, remained open. For the purpose of getting it filled, I took another trip to America—the seventh one, by this time—and happily signed Henry Fonda.

I was thus able to start the filming on July 4, 1955, as I had planned. On the day filming started I promised Paramount the answer print would be ready in one year. On July 5, 1956, exactly one year later, the answer print was shown in London to a group of top Paramount executives, including Barney Balaban, president of the company. Needless to say, I took great satisfaction in having kept my word, but it could in no way compare with the gratification I felt when I observed the Paramount group's reaction over what they saw on the screen. It was one of the happiest days of my life.

Quotes from the Critics:

(Continued from page 2)

There is, indeed, the incredible order and pomposity of nineteenth-century military maneuvering. Mr. Vidor has made that sort of warfare as vivid as the one made World War I in his 'Big Parade.'"

—Bosley Crowther, *New York Times*

Two of the strongest words in language and the history of man are war and peace. 'War and Peace,' as a title, is tremendous. As a motion picture (a three-and-one-half hour one) it is colossal and unforgettable. Filmed in Italy, partially financed by Paramount, the Ponti-DeLaurentiis production towers over all other movie greats. The nature of its subject matter makes it the successor to 'Gone With the Wind.'

The iridescent quality of the Technicolor in this Leo Tolstoy-inspired epic beggars description. . . .

Individual performances by members of its star-studded cast, under inspired direction of King Vidor, convey all the turmoil, philosophy and sweep embraced by the novel. . . ."

—Archer Winsten, *New York Post*

'War and Peace' invites comparisons with 'Gone With the Wind,' the most popular movie ever made.

Both Fonda and Ferrer handle their roles with great skill. Audrey Hepburn is a particularly happy choice as gay Natasha and there are probably a dozen other castings of surprising merit. The battle of Borodino is probably the finest ever staged on a screen in terms of its panoramic effect. . . .

Taken entirely by itself, the film stands inspection as a powerful evocation of the Russia that staggered under Napoleonic attack 150 years ago and refused to give up."

—Justin Gilbert, *Daily Mirror*

A film that in splendor, magnificence and lustre of its stars manages to approach the novel itself. A majestic and inspiring motion picture. One of the major motion pictures of our time."

—Leo Mishkin, *Morning Telegraph*

Tolstoy's 'War and Peace' has been brilliantly transferred to the screen by Paramount and Italy's Ponti-DeLaurentiis.

Not since 'Gone With the Wind' has any picture offered the scope and sweep of the production.

Its 3 hours and 28 minutes of running time are packed with drama, romance and action.

Director King Vidor alternates scenes of splendor and desolation, victory and defeat. . . .

Audrey Hepburn is completely enchanting . . . her characterization nothing short of superb. . . . Two other performances stand out well. One is that of Herbert Lom as Napoleon, probably the best Napoleon yet seen on the screen; the other is contributed by Oscar Homolka as Kutuzov, the wily General who conceived the strategy that led to Napoleon's downfall.

'War and Peace' takes its place as one of the movie greats."

—Rose Pelswick, *New York Journal-American*

Opening Dates Set

(Continued from page 1)

unveiled at the Capitol Theatre in honor of Countess Alexandra Tolstoy.

According to Charles Boasberg, supervisor of worldwide sales for Paramount on "War and Peace," five more openings of the picture will take place in September—specifically during the latter part of the month. The Philadelphia Stanley, the Chicago State-Lake, Cleveland Hippodrome, Detroit's Michigan Theatre and the Washington, D. C., Capitol are the locations.

A host of openings will follow in October. Cities include Boston, Cincinnati, Pittsburgh, San Francisco, New Orleans, Milwaukee, Denver, Ithaca, Baltimore, Richmond, Norfolk, Newport News, Roanoke, Long Beach, Phoenix, Atlanta, Indianapolis, Minneapolis.

Also, Seattle, St. Paul, Niagara Falls, Santa Fe, Wilmington, Scranton, Wilkes Barre, Reading, Allentown, Harrisburg, Atlantic City, Lancaster, Bethlehem, York, Easton, Charlotte, Kansas City, Salt Lake City, St. Louis, Baton Rouge, Grand Rapids, Champaign, Palo Alto, Sacramento, San Jose, Fresno, New Haven, Hartford, Berkeley and others.



PROUD TRIO—Left to right, George Weltner, president of Paramount Film Distributing Corp.; Dino DeLaurentiis, producer of "War and Peace," and Barney Balaban, president of Paramount Pictures Corporation, confer on the marketing of "War and Peace."

EDITORIAL

WAR and PEACE

(Continued from page 1)

watching in the stretch when Academy Award time comes around.

These lines are written in advance of the appearance of any public or critics' reaction. While the writer recognizes that "War and Peace," like any other work of art, may under stony-faced critical dissection be charged with a flaw here and an omission there, he is nevertheless quite content to rest on the foregoing judgment. It is, he thinks, a production of monumental grandeur—and that is that.

This picture, produced in Italy, is a triumphant return after a very long and virtually arid intermission to the time about forty years ago when Italian production contributed "Cabiria," a giant of its day, to the world market. This new production and the record that it seems destined to establish in critical acclaim and in public patronage is likely to be for the Italian people the best morale builder since their deliverance from political thralldom.

Detailed credits and discussion of the many notable contributions to "War and Peace" were dealt with in a review printed in this publication yesterday. But no comment on this production should conclude without adding a sprig of laurel to the well-decorated brows of Dino DeLaurentiis, the producer, and of King Vidor, the director. After "War and Peace" both will have well-staked niches in the motion picture hall of fame.

Two Share Credit For Photography

"War and Peace" has two directors of photography—Jack Cardiff of England and Aldo Tonti of Italy. Although they worked for two separate units (Cardiff for the first with King Vidor and Tonti for the second with Mario Soldati), they tried to attain a certain uniformity, particularly as to the technique of expositions and the rendition of color.

Cardiff, who was responsible for the major part of the photography, became an assistant cameraman at 18 and when he developed special interest in color and the use of lights as a means of expression he was one of the few cameramen offered a job with the Technicolor Company when they opened a laboratory in England.

His first film as director of photog-

raphy was "Western Approaches," in color in 1942 while some of his more famous ones include "Caesar and Cleopatra," "Black Narcissus," "The Red Shoes," "The African Queen," and "The Barefoot Contessa." His wide experience with color make him a fortunate choice for the new Vista-Vision-Technicolor film.

Tonti, a talented and popular cameraman in Italy, also started in films as an assistant cameraman when the movies began to talk. He became a director of photography in 1935 and he has worked on more than 80 films since.

He says he prefers location shooting to studio photography and his desires were fulfilled in the film. He also tried to avoid complicated movements of the camera whenever possible as he is convinced that frequent movements can result in unpleasant effects when the large screen is involved.

"War and Peace" Brings Great Day for Showmen

Pre-selling will be the practice, and the proven sales approach for Paramount's great picture, "War and Peace" which is the subject of this special treatment in *Motion Picture Daily*, aimed at the advance showmen who set the standards for future handling. The preliminary advertising campaigns show how it will be done, at all levels of our industry, by the best brains in our business.

Praise for the picture itself belongs to other writers, leaving us to point—as we do, to examples of great advertising for a wonderful motion picture. All of us may remember what we did with a great picture that came to be known affectionately as "GWTW"—and how we did it all over again, when the same attraction came around the second time, ten years later. It isn't too often that we have the opportunity to really show our style, in this fashion.

Study the examples of advertising and promotion that are headed your way. Many thousands of theatres, throughout the world, will be playing "War and Peace" for years to come, and replaying it, as an epic picture representative of all our progress and techniques, in scope and color. You will find many things to file in your memory—and to use later, if you will carefully study this advance presentation and learn from it, the way of showmen.

—WALTER BROOKS



PARAMOUNT PRESENTS

AUDREY
HEPBURN

HENRY
FONDA

MEL
FERRER



LEO TOLSTOY'S

WAR AND PEACE

BY VITTORIO

GASSMAN

HERBERT

LOM

OSCAR

HOMOLKA

ANITA

EKBERG

HELMUT DANTINE · BARRY JONES
ANNA MARIA FERRERO
MILLY VITALE · JEREMY BRETT

JOHN
MILLS

PRODUCED BY
DINO DELAURENTIUS · KING VIDOR
DIRECTED BY
DINO DELAURENTIUS · KING VIDOR
BASED ON THE NOVEL "WAR AND PEACE" BY LEO TOLSTOY



THE GREATEST NOVEL EVER WRITTEN



THEATRE

NOW A MOTION PICTURE

IN VISTAVISION AND COLOR BY TECHNICOLOR

The greatness of Leo Tolstoy's novel *WAR AND PEACE* as the giant among all modern works of literature, affirmed alike by readers and writers, critics and students, has never been questioned.

This greatness is firmly rooted in the utter reality of Tolstoy's people. In *WAR AND PEACE* you'll experience a young man's first taste of battle, a young girl's first taste of love, a young mind's first taste of ideas, and a man's first taste of old age.

Over the last ninety years this masterpiece has been translated into all the civilized languages of the world, and now, at last, it has been re-created in the universal language of the screen and brought to you by Paramount. Miraculously complete, all its magnificence has been included in an all too short three hours and twenty-eight minutes. You'll wish there were more.

THE GREATEST NOVEL EVER WRITTEN
NOW A MOTION PICTURE!

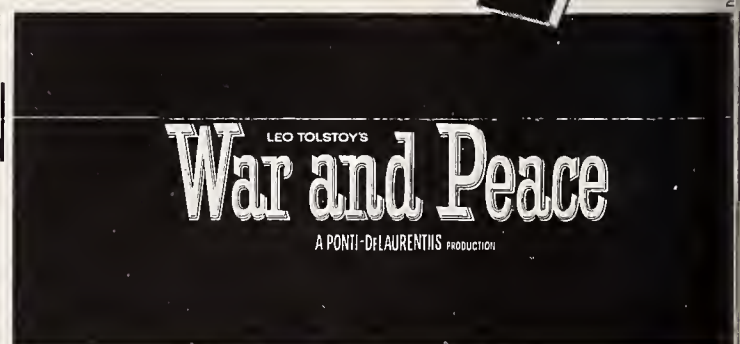


PARAMOUNT PRESENTS

AUDREY
HEPBURN

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MEL
FERRER



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GASSMAN

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BASED ON THE NOVEL "WAR AND PEACE" BY LEO TOLSTOY

English TV Audience Up

By PETER BURNUP

LONDON, Aug. 22 — Some new data produced by the Nielsen Television Index shows that the potential audience able to receive ITA transmissions in the Manchester area is 42,000 households (as at Aug. 2, 1955). This is an increase of 75 per cent over the available audience when the ITA transmitter opened in May. The audience is continuing to grow. A study of the viewing habits in the Manchester area during this first year shows that the average audience per BBC household has been viewed 3.9 hours per day Monday to Friday, 4.4 hours per day Saturday/Sunday and 4.0 hours per day Monday to Sunday on average.

54 Per Cent Average

Monday to Friday Granada transmissions have had an average share of 54 per cent of this viewing. The BBC has had 38 per cent share. Saturday/Sunday - ABCTV transmissions averaged 57 per cent of the viewing. The BBC had 36 per cent. Viewing to the Birmingham station accounts for 7 per cent of the Saturday/Sunday viewing. An analysis of the Top Ten programmes in each week since the opening of the ITA transmitter shows that the following programmes have appeared most frequently in the "Top Ten": "Sunday Night at the Palladium, Blackpool"—11 times; 2nd—"C. Playhouse," "Jack Jackson," "T/V Theatre," "Gun Law"—6 times each.

'Dragnet' Popular

Others are "Dragnet," "My Wildest Dream," "64,000 Question," "Douglas Banks Presents," "Val Parnell's time," "Make Up Your Mind." Of all programmes appearing in the top ten ratings 77 per cent were transmitted by the ITA, of which 65 per cent were Granada programmes and 35 per cent ABCTV. Of the total number of appearances in the top ten ratings Granada obtained 56 per cent, ABC 32 per cent and BBC 12 per cent.

To Promote 'Cadillac' Financial Sections

National and fan magazine campaign which will include the use of financial sections of "Time" and "Newsweek" has been set for September by Columbia Pictures for its production, "The Solid Gold Cadillac." Copy for the two weeklies will be based on a "stocks and blondes" theme. Cartoon material will be made up of in the space contracted for in "Life," "Look" and "Cosmopolitan" magazines. The ads will reach a readership of upwards of 80 million, it was said. The comedy stars Judy Holiday and Paul Douglas.

IATSE Given 'Jurisdiction' Over 'Pictures-On-Tape' By 10 Studios

Special to THE DAILY

KANSAS CITY, Aug. 22—An agreement giving it "jurisdiction" over motion pictures recorded on magnetic tape has been signed with all the major Hollywood producers by the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators. This was revealed in the "report of the president" made by Richard F. Walsh to the group's delegates to the convention here.

Walsh explained to the members that he was convinced "existing contracts already cover tape as well as film, but to guard against any misunderstanding on that point, we have spelled it out in a clarification of our Hollywood Studio Basic Agreement."

The agreement was signed, he said, by Allied Artists, Columbia, Walt Disney, Loew's, Paramount, RKO Radio, Twentieth Century-Fox, Universal, Republic and Warner Bros. The IATSE is in the process of making it a part of all contracts in the motion picture field, according to Walsh.

Walsh said further that many members of the Alliance have been "concerned and properly so, about the impact" which recording pictures on magnetic tape might have upon employment under IATSE's jurisdiction.

"Needless to say," he pointed out, "our jurisdiction rivals in television have been quick to contend that it does not belong to us—claiming that the new process makes the product, somehow, something other than a motion picture. We cannot see the logic of their view. We have asserted our right to make and take and project magnetic pictures, just as we have been recording and reproducing magnetic sound."

To Fete DeLaurentiis At SPG Roundtable

From THE DAILY Bureau

HOLLYWOOD, Aug. 22 — Dino DeLaurentiis, producer of Paramount's "War and Peace," will be the special guest of the Screen Producers Guild at its second roundtable and press-luncheon of the year on Monday at the Brown Derby.

The topic for discussion will be "The Role of the International Producer," according to a spokesman.

L.A. Premiere of 'Lust' To Benefit Art Groups

From THE DAILY Bureau

HOLLYWOOD, Aug. 22—Two of Los Angeles' leading volunteer art groups will join forces to sponsor a benefit performance of M-G-M's "Lust for Life" at the Fox Beverly Theatre on the evening of Sept. 21. Proceeds from the affair will go toward the permanent art collection fund of the county museum and UCLA's art library and visual aids.

The world premiere of the film, which stars Kirk Douglas, will be at the Plaza Theatre in New York Sept. 17 for the benefit of the Metropolitan Museum of Arts Student Fellowship Program.

Russian Sees Films Aiding 'Understanding'

From THE DAILY Bureau

HOLLYWOOD, Aug. 22—The motion picture is the best medium for promoting understanding between the American and Russian people, Vladimir Surin, first vice-minister of culture of the Soviet Union, declared at a press luncheon in Hollywood.

Surin, accompanied by Michael Vysotsky, assistant to the chief engineer of Mosfilm Studio, is here to continue conferences begun last Spring in Moscow with Michael Todd on the production of "The Grand Concert," to be filmed in Russia in the Todd-AO process, using Russian performers.

Surin said he "hoped" the film would "lay the groundwork for a greater cultural exchange and ultimately lead to the creation of a better understanding between us."

British Trade Board Seeks Views on Levy

From THE DAILY Bureau

LONDON, Aug. 22 — Today, following the announcement in the House of Commons that the Eady Levy was to become a statutory one, the Board of Trade is in correspondence with the various trade organizations prior to the drafting of legislation.

"This is a natural sequence of events which must be expected when a minister makes a statement of the nature made by the president in the House," said a Board spokesman.

"One may reasonably expect that there will be other letters to various sections of the industry in regard to future policy."

The Board of Trade's letter became the subject of a lengthy discussion at the last meeting of the Producers' Association. "Comment has been made," said Sir Henry French, subsequently, to newsmen, "that producers were delighted with the news of a statutory levy. It is not true to say that all our members were delighted—or even that a proportion were delighted—with Thorneycroft's statement."

Sir Henry pointed to the apparent discrepancy in the words used by Thorneycroft and said that his members wanted that position clarified. But the Producers' Association, in common with all other trade organizations, see the necessity of a large entertainment tax remission as the *sine qua non* for future prosperity. "This industry will never stand on its feet properly whilst the Chancellor of the Exchequer makes the present heavy charge on our income," said Sir Henry French.

British Head Of Producers Set To Retire

By PETER BURNUP

LONDON, Aug. 22 — Reportedly, Sir Henry French, director general for the last 10 years of the British Film Producers' Association, has advised the Association to take steps, as soon as practicable, to appoint someone to succeed him in that position.

Members of the executive council were informed at their last meeting that Sir Henry's decision was dictated by his feeling that he might not be able to continue serving the Association to his own satisfaction and that of members throughout the ensuing two years whilst the extension of the British Film Production Fund, the future of the National Film Finance Corporation and the Quota Act were all to be the subject of legislation. This would involve a great deal of important work for the Association, Sir Henry pointed out.

He said that throughout the 10 years in which he had served the Association he had always tried to look ahead and to anticipate events. It was in accordance with this policy that he was proposing to vacate his office. While he felt, and indeed was, fit at the present time he was confident that the next two years would be extremely strenuous and would tax the energies of a man much younger than himself.

Warm Appreciation

Members expressed their warm appreciation of the initiative taken by Sir Henry in putting his suggestion before the executive council.

In the discussion which followed, however, it was unanimously decided, on the proposal of John Davis, president of the Association, that Sir Henry's successor should become the permanent salaried president of the Association. The principal reason advanced in favor of this proposal was the heavy demands made upon any member of the Association who, in addition to his normal work as a leading representative of a production company, is selected to be, first, the vice-president and then for two years the president of the Association. In making the move BFPA was following the lead of the Kinematograph Renters' Society which found it necessary to appoint a paid president some years ago.

Exploit 'Attack' on TV

United Artists has set a program of television exploitation for the Associates and Aldrich film, "Attack," including a series of seven 3½-minute personality interviews with cast members Jack Palance, Eddie Albert, Robert Strauss, Lee Marvin, Richard Jaeckel, Buddy Ebsen and screen newcomer William Smithers. UA fieldmen are now spotting the films in leading television stations in the 32 exchange areas.

Behind the G

THE BAD SEE

A MERVYN LEROY Pro
with the prize-winning cast of t
starring NANCY KEI
and introducing PATTY Mc

TOWARD THE UNKNOWN

WarnerColor
starring WILLIAM HOLDEN • LLOYD NOLAN
VIRGINIA LEITH • CHARLES McGRAW
Produced and Directed by Mervyn LeRoy
Toluca Prod.

THE AMAZON TRADER

WarnerColor
starring JOHN SUTTON

Golden Curtain!

from September
to December for
The Roy Haines Drive!

GEORGE STEVENS' Production

GIANT

From the novel by Edna Ferber
WarnerColor

starring ELIZABETH TAYLOR • ROCK HUDSON
JAMES DEAN • Produced by George Stevens
and Henry Ginsberg

THE SPIRIT OF ST. LOUIS

CinemaScope-WarnerColor
A LELAND HAYWARD-BILLY WILDER Production
starring JAMES STEWART
as Charles A. Lindbergh

ELIA KAZAN'S Production
of TENNESSEE WILLIAMS'

BABY DOLL

starring CARROLL BAKER • KARL MALDEN
ELI WALLACH • MILDRED DUNNOCK
Newtown Prod.

ALFRED HITCHCOCK'S

THE WRONG MAN

starring HENRY FONDA
VERA MILES • ANTHONY QUAYLE

SEVEN MEN FROM NOW

WarnerColor
starring RANDOLPH SCOTT
GAIL RUSSELL • LEE MARVIN
Batjac Prod.

A CRY IN THE NIGHT

starring EDMOND O'BRIEN
BRIAN DONLEVY • NATALIE WOOD
Jaguar Prod.

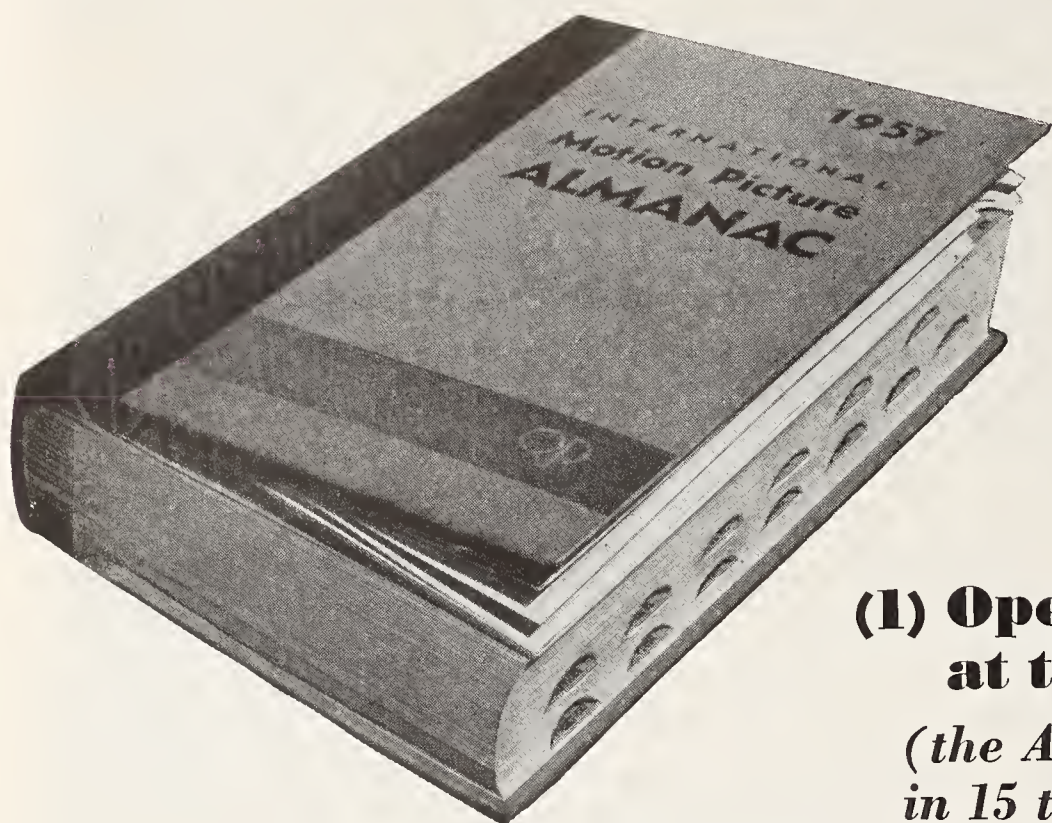
THE BURNING HILLS

CinemaScope-WarnerColor
starring TAB HUNTER • NATALIE WOOD

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you need to know

"Who", "What", "Where", "When"



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Tells IATSE Standard Set

Special to THE DAILY

KANSAS CITY, Aug. 22—A comprehensive report on the present financial status of the Motion Picture industry was combined with a few personal opinions on "what's wrong with the business" in an address by Chamberlin, Chief of Projection, Metro-Goldwyn-Mayer studio, today at the third day's session of the convention of the International Association of Theatrical Stage Employees and Motion Picture Machine Operators.

Speaking before the assembly delegates in the Kansas City Municipal Auditorium, Chamberlin said that the industry is going through a period of revolution that set the industry on collective ears has settled to a point where persons have a pretty good idea of what is going to be the big answer.

Leveling at 1:85 to 1

Standardizing (at least as standard I think it ever will be) seems to have arrived," Chamberlin pointed out. "Wide Screen is leveling off at 1.85 to 1. I'll admit that it is not projected at 1:85 to 1, but wide screen product is being photographed and composed at that ratio. You can perfectly at ease in informing members that non-anamorphic screen pictures can be tied off 1.85 to 1."

After touching upon other technical advances and developments, the speaker turned to the current situation in the movie business and discussed the industry from various points of view. "I feel inclined," he said, "to agree with the producer and distributor that they bemoan the fact that the elimination of block books and the movement of producer-owned theatres took away their partly guaranteed income on product. I also am in agreement with the theory that attempts to legislate their proficulate a serious lack of showmanship in the field."

Poor Conditions

On the other hand, the movie industry is not too far wrong when he objects to the deplorable condition of many neighborhood or metropolitan theatres. Seats are uncomfortable, carpets worn or faded. "In other words, the consequences of apathy were outlined by Lieut. James T. Blair, Jr., Democratic candidate for Governor of Missouri, Rep. Richard Bohling of the Missouri Congressional District. "I am inclined to see that citizens register and vote, Blair said: "we are with the danger of losing our government. This country belongs to you and people like you in America, but it will not continue to belong to you unless you get the business of running your government."

REVIEW:

The Beast of Hollow Mountain

U-A—CinemaScope

CREATED IN the prosperous tradition of "The Lost World," the imperishable "King Kong" and their uniformly successful kind, "The Beast of Hollow Mountain" surpasses its predecessors in several important respects. For one, it is filmed in DeLuxe color, whereas the others were not, and, for two, it was produced in CinemaScope, a shape most favorable to the achievement of sweeping movement on a broad plane. Still more important to total effectiveness than either of these is the use of Edward Nassour's Regiscope process, employed here for the first time, which gives to the mechanically simulated monster (*Tyrannosaurus Rex*) a smoothness of locomotion and a radius of bodily activity far beyond any heretofore achieved.

With the names of Guy Madison and Patricia Medina for personality billing, the attraction figures to do the kind of business "King Kong" and the others have been doing all these years, which is a pretty satisfactory kind.

"The Beast of Hollow Mountain" also has in common with its predecessors a straight-line melodramatic story that offers no challenge to the classics, but serves the subtle function of stretching credulity, gradually, to the point where the audience is conditioned to accept the plausibility of the monster when the monster finally crashes onto the screen. In this case he enters the story earlier than in most, and takes part in a great deal more of the action. The story concerns a mountain in Mexico long believed to be haunted, cursed, or inhumanly inhabited, due to the unexplained disappearance of cattle and people in the region, and the outcome of the story is, of course, the appearance of the monster and the hero's brave combat with it. The screenplay is by Robert Hill from an idea by Willis O'Brien.

The picture was co-produced in Mexico by William and Edward Nassour in cooperation with Peliculas Rodrigues, S. A., and Edward Nassour directed it with Ismael Rodriguez. Many of the performers are Mexican, but all the dialogue is in English. Many fascinatingly beautiful backgrounds are handsomely photographed.

Previewed at the Paramount theatre, Hollywood, where it was received with the half-credulous, half-amused attitude that has greeted all of the monster pictures down the decades of their special box office history. Reviewer's rating: Good.

Running time, 80 minutes. General classification. For August release.

WILLIAM R. WEAVER

Final Pathe

(Continued from page 1)

declined to comment on the present status of the deal, saying it is "at a crucial stage where any information we could give out could easily be invalidated within an hour."

This last newsreel will be a regular issue, he said, with no special features of any announcement to the effect that it is the last edition.

There will be no formal "closing" observance at the offices either. "Although this will be the last theatrical newsreel," Gold said, "we will continue to use the name 'Pathe' in future plans and our rooster will continue to crow, even if on non-theatrical screens."

Plans under consideration call for continuing operations in school and commercial film fields and expanding into other non-theatrical markets.

To Release Defense Film

RKO Radio Pictures will release the two-reel RKO Pathe subject, "Alert Today—Alive Tomorrow" in conjunction with the celebration of National Civil Defense Week, Sept. 9-15.

Sinatra Hit

(Continued from page 1)

theatre," according to Robert K. Shapiro, managing director of the house.

The attraction also set new records for one-day receipts with a gross of \$21,000 on the first day and a total of \$21,500 on the second day, Shapiro said. In addition the last day of the week (Tuesday) the gross was \$24,000 which is reported to be the "best seventh day" in the theatre's history.

Sinatra received \$75,000 for his week at the Paramount, which is the "highest fee ever paid to an entertainer for a single week's engagement," according to William J. Heine-man, vice-president in charge of distribution for U.A.

Shurlock Returns Today

Geoffrey Shurlock, director of the Production Code Administration, will return to New York today from Europe following a detailed study of censorship and allied problems in motion pictures in Continental Europe.

'Giant' Plans



George Stevens and Henry Ginsberg

(Continued from page 1)

tel, said Warner Bros. will "give the picture specialized handling" and "study the habits of the public in a community before setting sales policies."

Ginsberg said it is "very possible that 'Giant' may be presented in some theatres on a two-a-day or a three-a-day basis." He said the Roxy engagement will be with continuous performances including a short stage show and that 900 seats in the National Theatre's showcase would be sold under a "reserved seat policy."

Both Stevens and Ginsberg, when asked what the sales policies will be for the film, called them "extraordinary."

Stevens, who did most of the talking about "Giant," said the industry is reaching a point where long-running films are "keeping audiences happy with one-feature entertainment." He said the length of a motion picture is "not an issue with the public." Ginsberg, admitting he was aware that small exhibitors are complaining about the difficulty in booking double bills because of long-running product, said the "double bill is the creation of the theatremen who sought to have their shows run about three-and-a-half hours. Exhibitor interest lies today mainly in the potential of product at the box office."

Stevens added that the running time in motion pictures "must be governed by the subject matter. We must, however, watch overstuffing."

The independent producer-director said also that the advent of CinemaScope "revolutionized the industry far more than many people want to acknowledge." He said that the "revolution" brought a decrease in the number of prints needed for a feature film and opened up "new types of exhibition."

CASH IN ON LABOR DAY

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all together
they spell
**B-O-X
O-F-F-I-C-E!**

Strip teaser
murdered in
lover's lane!

A man frames himself
into the
electric chair!

The one man who
can save HIM dies
in a fiery auto wreck

She bets her love
she'll save him from
the hot seat!

He bets his life
he could
cheat the chair!

A SUPER-SURPRISE ENDING
that'll have the whole
town talking!

Woman's stockin'
found in
murderer's car



"BEYOND A REASONABLE DOUBT"



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DANA ANDREWS • JOAN FONTAINE

FEATURING

SIDNEY BLACKMER • PHILIP BOURNEUF • SHEPPERD STRUDWICK • ARTHUR FRANZ

Story and Screenplay by DOUGLAS MORROW • Produced by BERT FRIEDLOB • Directed by FRITZ LANG

MOTION PICTURE DAILY

80, NO. 39

NEW YORK, U. S. A., FRIDAY, AUGUST 24, 1956

TEN CENTS

Land Acreage

Plans to Build Theatres in Los Angeles

Houses to Have Parking Fields

From THE DAILY Bureau

LOS ANGELES, Aug. 23—National Land Acreage has purchased four five-acre lots in townships within the Great Los Angeles area for the purpose of building theatres equipped with parking lots capable of handling 700 cars, it was disclosed by the

(Continued on page 6)

Persons Like 'Peace'; May See Film Twice

Persons who have attended the Theatre to see Paramount's production of "War and Peace" are being urged by the theatre to have some seats by showing an unwillingness to leave their seats at the point of the film at which they arrived. According to the film company, audiences who have come into the

(Continued on page 6)

Italian-Americans Agree on New Film Contract

The Society of Independent Motion Picture Producers and the Italian Film Industry, through ANICA, have reached agreement in principle on a new film agreement which would amend the recently signed Italian-American Picture Export Association agreement, according to Gov. Ellis S. Arnall. Arnall said that he met with Michel Monaco, ANIC president, yesterday concerning a new film agreement for SIMPP members, and the parties agreed in principle on the details of which will be worked out in Rome. Gov. Arnall said that the SIMPP agreement would be 10 per cent of the terms of the MPEA agreement which goes into effect on Aug.

Montague Succeeds

Clofine Quits News of Day

Michael D. Clofine, editorial producer of News of the Day for many years, has resigned for reasons of health and will make his future home in Cuernavaca, Mexico, C. B. Stratton, executive vice-president of Hearst Metrotone News, announced yesterday.



Michael Clofine

William P. Montague, Hearst Metrotone executive and associate of Clofine's, has been named to succeed the latter as editorial producer of the theatre newsreel and also of Telenews, the Hearst Metrotone television daily.

Clofine joined the Hearst organization in 1912 as a copy editor on the New York Journal. He was for a time city editor of the Atlanta Georgian and later a reporter and cable editor on the New York American. In 1919,

(Continued on page 6)

Nationwide Survey by COMPO

Compo Calls for Fight Vs State, Local Taxes

Warns of Increase with Federal Levy Eased; 22 States, 626 Towns Apply Them

At least 626 cities and towns and 22 states impose local or state taxes applicable to motion picture theatre admissions, it is revealed by a nationwide survey made by COMPO and released yesterday. At the same time the industry organization called for a campaign to resist and eliminate such taxes.

Johnston's Trip to Study Red Industry

Eric Johnston's proposed trip to European Iron Curtain countries this Fall will be solely to "study and observe nationalized film industries in the satellite countries," according to an official of the Motion Picture Export Association.

It was reported recently that Czechoslovakia and Poland have indicated an interest in acquiring American product for their theatres, and that the MPEA has been authorized by its directors to begin negotiations with these countries.

The MPEA official said that at present, the trip to Europe is "just a

(Continued on page 6)

Films Vs TV-Radio News Space

'Lazy' Publicists Blamed For Loss of News Space

By GUS DALLAS

A continuing study of newspaper space allotment reveals a disproportionate amount of free space given to radio-tv as compared to motion pictures in several additional widely separated cities. A survey of New York afternoon papers of the last week shows that motion pictures got approximately one inch of free news space for each two inches of paid advertising, while radio-tv got almost four unpaid inches for every inch of paid-for space. This coincides with a study of New York A.M. papers reported here on Aug. 17.

Newspaper editors queried by Motion Picture Daily answered the criticism of Elmer C. Rhoden, pres-

ident of National Theatres, that radio-tv was getting far too much free copy for its advertising with the countercharge that most of the fault lay with the motion picture publicists.

"They're the laziest workers of all the publicity crowds," stated the amusement editor of one of the city's major papers. The editor asked that

(Continued on page 6)

Texas Drive-ins Charge 'Unequal Treatment'

Special to THE DAILY

AUSTIN, Tex., Aug. 23—A special committee of Texas drive-in theatre-men have been appointed to study distribution's "inequitable treatment towards drive-in theatres, as well as uneven flow of product," it was announced by Eddie Joseph, president

(Continued on page 2)

Richard Walsh Again Named IATSE Head

Special to THE DAILY

KANSAS CITY, Aug. 23—Richard F. Walsh, of New York City, president of the International Alliance of Theatrical Stage Employees and Motion Picture Machine Operators since 1941, again was elected to that post by unanimous vote at the fourth day's session yesterday of the organization's biennial convention in the Kansas City Municipal Auditorium.

Harland Holmden also was re-elected as the alliance's general secretary-treasurer.

The convention's activities yesterday

(Continued on page 6)

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox, will arrive in Hollywood today from New York.

HARRY G. BALLANCE and **PAUL S. WILSON**, 20th Century-Fox Southern division and South-East district managers, respectively have been in New York for meetings with general sales manager **ALEX HARRISON**.

REX HARRISON will arrive in New York today from Bermuda via BOAC.

MARGARET THORSON, executive in the literary department of MGM on the West Coast, arrives in New York today from London via BOAC.

GLADYS COOPER will arrive here Monday from London via BOAC.

PETER DANA, Universal division manager, and **JOSEPH GINS**, district manager, were in Gloversville, N. Y. from New York City and Boston respectively. **NORMAN WEITMAN**, Universal branch manager in Albany, accompanied them to Schine headquarters.

SIDNEY KULICK of Bell Pictures has been in Albany, Gloversville, Syracuse and Buffalo from New York.

ALFONSO CORELLI, president of Corelli-Jacobs Film Music, is in New York from Hollywood.

ALFRED E. DAFF, executive vice-president of Universal Pictures, and his bride, the former **ANNALISA SODERBLOM** of Sweden, who were married on the Coast last week, are honeymooning in Honolulu prior to Daff's extended tour of the Orient and the Middle East.

KENNETH CLARK, vice-president of the MPAA, returned to Washington from New York this week.

GEOFFREY SHURLOCK, PCA director, will leave here over the weekend for Hollywood following his return from Europe.

More Dates for 'Society'

M-G-M's "High Society," currently playing 95 engagements throughout the country, has been booked in an additional 86 first-run theatres between now and the end of August and approximately 50 more theatres for September. The film set an all-time record at the Apollo Theatre in Atlantic City in its first week there, which ended Tuesday night.

Compo Calls For Tax Fight

(Continued from page 1)

range from one to 10 per cent, and in six states they are imposed on top of Federal and state levies.

Copies of the survey are being sent to COMPO's State tax campaign chairmen and co-chairmen, to the heads of all exhibitor associations, to picture companies and to circuit executives.

Robert W. Coyne, member of the COMPO governing committee, in a foreword to the survey, says:

"Federal exemption from excise taxes on admissions of 90 cents and under ameliorates but does not solve all of the motion picture industry's tax problems.

"We must continue to work not only for the complete elimination of all Federal admission taxes, but also strive for elimination or reduction of the many state and local admission taxes which exact such a heavy toll on industry income.

"Well organized local campaigns have resulted in the repeal of many local admission taxes in the past five years. But as will be seen from the results of our survey, the number of such taxes is still alarmingly large. And passage of the King Bill probably will lead to increasing pressure for such local excises by municipal and other taxing authorities faced with mounting budgetary problems.

"As we have pointed out many times before, it is much easier to prevent the imposition of these taxes than it is to have them repealed. It requires constant vigilance by exhibitors and other industry representatives when revenue legislation is under local discussion and prompt united action when such legislation is threatened. Industry representatives should not only present a united front but obtain the active support of neighboring merchants and organized labor to oppose such imposts.

"COMPO is unable, because of its limited staff and resources, to take an active part in local tax campaigns but is prepared to offer guidance and make available statistical and other

data to local tax committees. This applies both to campaigns to prevent the establishment of new taxes or to help repeal those already in force," Coyne said.

"The motion picture industry is on record as ready and willing to bear its just share of national, state and local tax burdens but is vehemently opposed to unjust and discriminatory admission taxes. In every community where such taxes are in effect, theatres and other branches of the industry should unite in a campaign to have them eliminated," he concluded.

The COMPO survey, prepared under the direction of Charles E. McCarthy, information director, is believed to be the most complete compendium of state and local admission taxes on record. The great bulk of the information came from state and local tax authorities with whom a voluminous correspondence has been carried on for the past several months. Exchange managers, circuit executives and individual theatre owners also helped to provide information on situations where inquiries to local taxing authorities went unanswered.

The COMPO survey showed that after Pennsylvania's high of 331 communities levying amusement taxes applicable to theatres, the following states were high in the number of such municipalities: Washington, with 77; Ohio, 59; West Virginia, 46; Alabama, 34; Tennessee, 33, and California and Illinois, 11 each.

These states have no municipal theatre taxes, according to the COMPO survey: Arkansas, Connecticut, Delaware, Georgia, Idaho, Indiana, Iowa, Kansas, Kentucky, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Montana, Nebraska, Nevada, New Hampshire, New Mexico, North Carolina, North Dakota, Oklahoma, Oregon, Rhode Island, South Carolina, South Dakota, Texas, Utah, Vermont, Wisconsin, Wyoming, District of Columbia, Alaska, Hawaii and Puerto Rico.

Texas Drive-Ins

(Continued from page 1)

of the Texas Drive-in Theatre Owners Association.

The committee includes E. L. Pack, chairman; Charles Weisenburg, Bob Davis, and L. C. Tidball.

Joseph said that the committee would study the problems confronting Texas outdoor exhibition "with regard to sending a representative to the home offices of the motion picture distributors in New York to discuss these matters in an effort to work out an equitable solution."

UA Coast Exchanges To Have Velde Drive

Personnel of the five branches of United Artists' West Coast district will salute James R. Velde, their former district manager, with a special sales and booking effort from September 2 through 8, the wind-up of UA's Fifth Anniversary drive. Velde, now United Artists general sales manager, headed the West Coast district from 1951 to 1952, when he was named Western division manager. He was elevated to general sales manager in February.

Levy Invite U. K. Leaders To TOA Meeting

By PETER BURNUP

LONDON, Aug. 23—Herman Levy, general counsel of Theatre Owners of America, arrived here today from Scandinavia en route back to New York from a European trip. He came here to deliver personal invitation to the officers and members of principal British trade organizations and to Associated British Picture Corp. and the J. Arthur Rank organization, to attend the TOA annual convention in New York next month. He also invited British companies to participate in the New York Film Fair, being sponsored by TOA in conjunction with its convention.

Although reiterating the old argument that prejudice against British films is non-existent in the American industry, Levy confessed that there still are still torpid toward British product despite the now famous questionnaire. Citing the product shortage in America, Levy declared the fault lies with British tributors if their films can't get playing time in the current market.

While he said he didn't wish publicly attach blame to any one, Levy said he feels British pictures aren't properly packaged or suited to be exploited to earn their own way in the American market.

He claimed the TOA convention will provide a unique opportunity for British film makers to alert prospective American customers to the merits of their product. However, because of the limited time remaining, the facts that most leading product distributors here are now vacationing it does not now appear that many from here will be able to take advantage of the TOA invitation. The same applies to the Cinematograph Exhibitors Ass'n, which received its convention invitation only today.

FPCC Dividend

OTTAWA, Aug. 23—The Fan Players Canadian Corp., Ltd., declared a dividend of 37½ cents for the quarter year ending September 30 on common stock, payable September 30 to shareholders of record August 15.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center
BING GRACE FRANK
CROSBY • KELLY • SINATRA
in "HIGH SOCIETY"
in VistaVision and Color
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building; Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOLLYWOOD 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Beaufort Square, W.C. 2; Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone Circle 7-0000. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year; a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign; single copies, 10c.

PEOPLE

J. Hobkertz, formerly associated with theatres in Walla Walla, has been named manager of Jack's Roxy Theatre in Portland. He replaces Warren Goodwin, who resigned.

Warren T. Patton has been named general manager of Tulsa, Okla., theatres. He succeeds Jack who resigned to devote full time to the Full Brothers Theatre Service of Omaha City, in which he is associated with his brother, Jim Hull.

William L. Lawrence has been appointed director of the Eastern unit of the recently-established Program Development Department of Columbia National Productions, Inc., it was announced by Robert D. Levitt, general manager of the NBC subsidiary. Lawrence has been manager of programs and production for NBC since May, 1955.

Leonard H. Solomon has been named general manager, it is announced by Golde Manufacturing Company, which manufactures slide projectors, spotlights and projection equipment.

Robert Brown, vice-president and story editor of Formosa Productions, Samuel Goldwyn, Jr.'s film organization, arrived in New York from Hollywood to meet with publishers and agents in an effort to locate screen properties.

Herles of Westrex Sound will head a discussion on Hollywood credit problems at the meeting of the Motion Picture and Television Credit Managers Association at the Hollywood Plaza Hotel, Hollywood, Aug. 27.

Pepper was elected as associate director of the New York chapter of the International Association of Cost Accountants, by action of its board of directors recently. Pepper is associated with Paramount Pictures.

Wild has been named to the newly created post of field sales manager for the Film Syndication Division of MCA TV, Ltd., it is announced by Lynn Nathan, vice-president in charge of sales.

Board for '80 Days'

Michael Todd Productions is erecting the "biggest billboard sign in use today now" to promote his new production of "Around the World in 80 Days." The independent producer is having a 70 by 170-foot sign painted on the back wall of 1658 Broadway to advertise his two-hour, 15-minute production which will premiere at the Rivoli Theatre here on August 27.

Legion Approves 13; Places Two in Class B

The National Legion of Decency reviewed 15 pictures this week, placing three in Class A Section I (morally unobjectionable for general patronage); 10 in Class A, Section II (morally unobjectionable for adults) and two in Class B (morally objectionable in part for all).

In Class A, Section I are "Margaret of Cortona," "Secrets of the Reef" and "Vagabond King." In Class A, Section II are "Attack," "Bad Seed," "Beyond a Reasonable Doubt," "Burning Hills," "I've Lived Before," "Odongo," "Pillars of the Sky," "Port Afrique," "Private's Progress," and "When Gangland Strikes."

Placed in Class B are "Showdown at Abilene" and "Strange Adventure," both because of "excessive brutality."

Columbia Shorts to Accent Color, 'Scope

There will be a strong accent on color in Columbia Pictures' 1956-57 short subjects season, according to the announcement by Maurice Grad, the company's short subjects sales manager. Of 49 new subjects to be marketed, 22 will be in color, and there will be 15 color subjects among 39 reprints to be distributed. Playing a major role in the swing to color is the Screen Snapshots Series, which is adopting the full-hue dress in its 36th consecutive season. Producer-director Ralph Staub is scheduled to deliver ten color Snapshots in the year. Two of the color sorts will be Cinema-Scope two-reelers in the Musical Traveler series. Entitled "Wonders of New Orleans" and "Wonders of Washington," they will follow the successful pattern set last season by "Wonders of Manhattan," utilizing musical vocals in place of a spoken narrative. They are produced and directed by Harry Foster.

Records Already Issued On 'Best Things in Life'

A total of four albums and a number of single records have already been issued on music from the forthcoming 20th-Fox film, "The Best Things in Life Are Free." The October release stars Gordon MacRae, Dan Dailey, Ernest Borgnine and Sheree North.

Albums of the songs written by DeSylva, Brown & Henderson, whose careers are recounted in the film, have been released as follows: Gordon MacRae, Capitol; Claire Hogan, MGM; Howard McGhee, Bethlehem, and Robert Farnon, London. Single records of the title song have also been issued by many record companies. Other albums and single records from the film's score are expected in three to four weeks.

Plan TV-Sports Center Over Railroad Yard

Appointment of a special steering committee for the development of

Dividend Payments Increased in July

From THE DAILY Bureau

WASHINGTON, Aug. 23—Publicly reported cash dividend payments made by motion picture companies rose slightly this July over payments made in July of last year, the Department of Commerce announced today.

In July of 1956, industry companies paid out \$1,703,000 in dividends, compared with \$1,695,000 paid in July 1955.

The cumulative total of dividends paid in the first seven months of 1956 dropped a little from the payments made in the first seven months of last year, however. The seven month 1956 figure was reported at \$16,021,000, compared with a 1955 figure of \$16,358,000.

Burma Moves to Cut U. S. Film Permits

From THE DAILY Bureau

WASHINGTON, Aug. 23 — The State Department is keeping a close eye on Burma, following a recent act of the Burmese government reducing the number of permits allocated to American distributors.

Under a new film program which will end sometime in 1957, the Burmese Government has cut by approximately two-thirds — to 100,000 feet—the amount of footage American companies can distribute in the country. At the same time, the government has increased considerably the amount of footage newly-created Burmese distributors can distribute to Burmese theatres, allotting each native distributor 200,000 feet.

The move has alarmed both the State Department and the Motion Picture Export Association, and the United States Embassy in Rangoon has been in constant touch with Burmese officials to see what can be done about the situation.

MPEA member companies fear they will lose much of their half-million dollar market.

Welsch Plans Pictures On Famous Composers

From THE DAILY Bureau

HOLLYWOOD, Aug. 23 — A series of film biographies of famous composers is being planned by independent producer Howard Welsch, who has announced that he will make 16 such features in color under the general title, "Masters of Music."

The first four pictures, which will dramatize the lives of Bach, Liszt, Brahms and Beethoven, will be directed by Nicholas Ray, Welsch said. Deems Taylor, critic and composer, has agreed to serve as commentator.

the Pennsylvania Railroad's 250-acre Sunnyside Yards in Long Island City as a mammoth television and sports center has been announced by A. Edward MacDougall of Jackson Heights, vice-president of the Queens Chamber of Commerce and a director of the Long Island Railroad.

NEWS ROUNDUP

False Alarm Bomb

Fabian's Palace, Albany, was emptied at the supper hour one day this week when police got a phone call that a bomb was under a seat there. The police chief notified assistant manager John Gottuso to evacuate the theatre. Police raced to the 3650 seater, whose 200-person audience had fled. Police turned up every chair and searched the corners but found no bomb. This was the police's third "bomb" tip within three hours from assorted city localities.

Theatre Reopening

The Royal Theatre, Harrisville, N. Y. is being reopened by Hubener & Tucker of New York after a close-down of some months. Mr. and Mrs. George Holt previously operated the theatre.

'Persuasion' Record Release

A heavy record promotion campaign will be launched this weekend with national release of the first albums and records of the score from William Wyler's "The Friendly Persuasion." Reportedly some of the top orchestras and vocalists in the country have recorded the tunes in a program coordinated by Leo Feist. The Allied Artists release stars Gary Cooper and Dorothy McGuire.

'Oklahoma!' Buffalo Debut

Rodgers & Hammerstein's "Oklahoma!" in the Todd-AO process is drawing strong attendance after its recent gala premiere here. Members of the plant where the Todd-AO process was developed, the Buffalo plant of the American Optical Company, saw the film at a theatre party Aug. 22.

'Cadillac' Grosses Golden

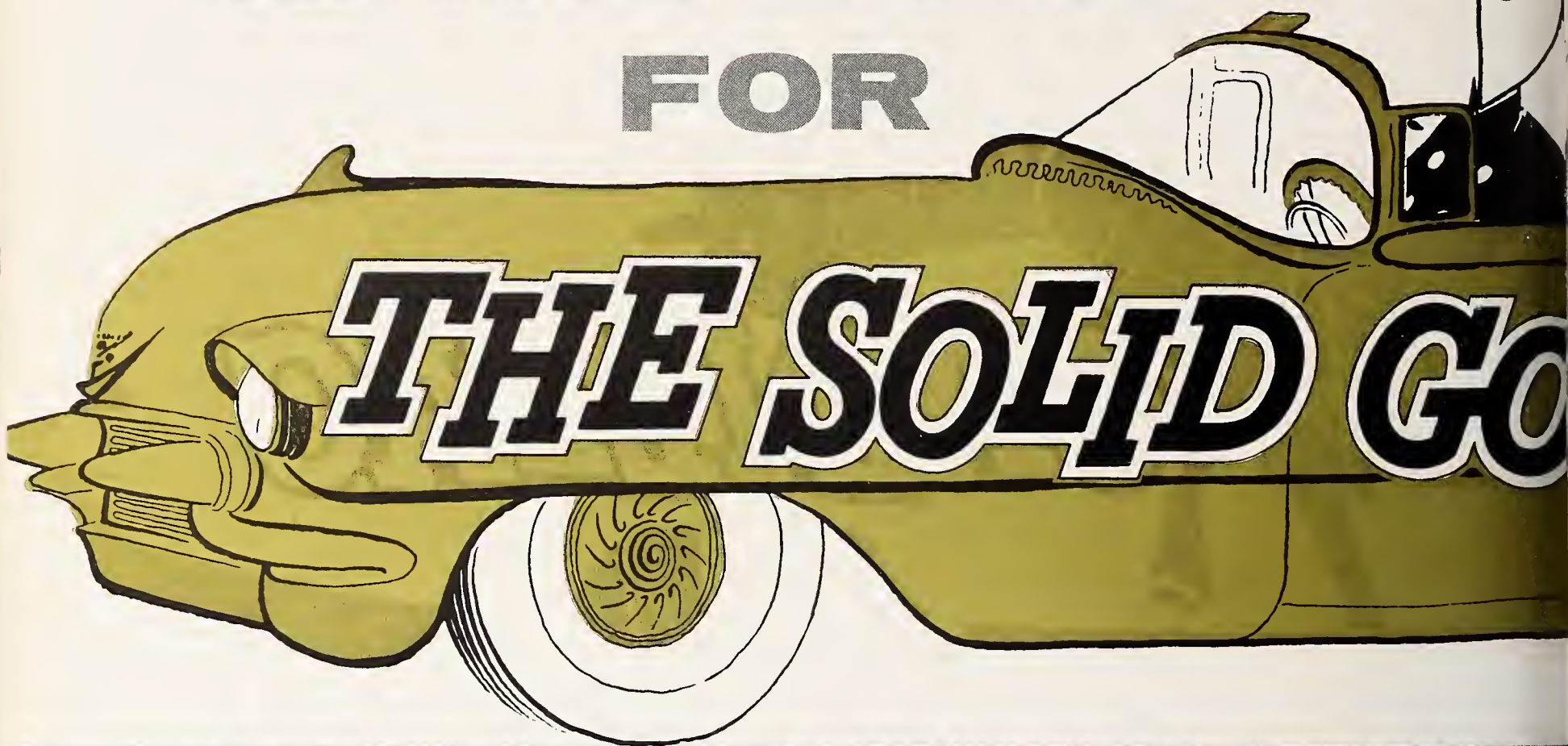
Solid gold grosses—\$2000 on opening day—are reported by Columbia for "The Solid Gold Cadillac," new Judy Holliday-Paul Douglas starrer, at its premiere engagement at the Stanley Warner Beverly Hills theatre.

'Daughter' NY Debut Aug. 29

"The Ambassador's Daughter," Norman Krasna's Olivia DeHavilland-starrer being released by United Artists, premieres at the Paramount theatre, New York, Aug. 29, it is announced by William J. Heineman, UA vice-president in charge of distribution.

SOLID

IS THE WORD
FOR

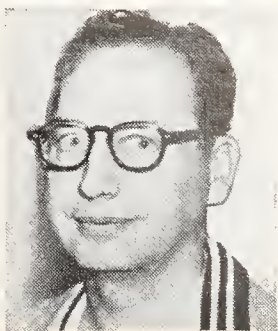


JUDY HOLLIDAY

with FRED CLARK · JOHN WILLIAMS · HIRAM SHERMAN

Screen Play by ABE BURROWS · From the play by GEORGE S. KAUFMAN & HOWARD TEICHMAN

NATION-WIDE PREVIEW AUDIENCES ALL AGREE.



Russ Rosendahl, 5632 Ave. S., Minneapolis, Minn.: "The picture even exceeded my expectations. Judy Holliday was absolutely tremendous. I was a tired businessman when I went in. I came out laughing uproariously. I've seen all of Judy's films, and I think this tops them all."



Miss Georgia Ann Schuller, 4111 Naragansett, Chicago, Ill.: "It was packed solid with laughs. I wouldn't miss any performance by Judy Holliday. I think Judy is the best comedienne. All I could do was laugh through the whole picture. I wish the picture would have lasted longer!"



James L. Hitcher, 400 Woodland Drive, Fairfax, Va.: "One of the funniest pictures I have seen in many years. Judy's performance was outstanding. The people were laughing all around me. It's a good evening's entertainment. People want more pictures like this."

*From the Broadway
comedy-hit that
stopped New York traffic
for two years!*



PAUL DOUGLAS

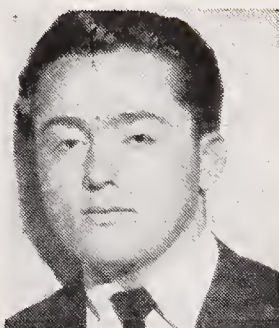
IVA PATTERSON · RAY COLLINS · ARTHUR O'CONNELL

duced on the stage by MAX GORDON · Produced by FRED KOHLMAR · Directed by RICHARD QUINE

Columbia's GOT THE SOLID HIT OF THE CENTURY!



Kitty L. Thomas, 804 Argonne Ave., N.E., Atlanta, Ga.: "Much better than 'Born Yesterday'! I laughed so much, I was shaking the seat. It was funny all the way through. I liked especially the way they introduced the characters, and I liked the narration throughout the movie."



Mr. John Blanda, 2456 Glebe Ave., Bronx, N. Y.: "Tremendous! Real funny satire about big business. Judy Holliday ought to get an Academy Award again for this film. Best one I've seen since 'You Can't Take It With You.' No doubt about it. There should be more like it!"



Mrs. Armand G. Loch, 518 South 46th St., Philadelphia, Pa.: "I enjoyed the play—I loved the picture. The scope is much wider—it has universal appeal. It's just chock full of laughs. Even the little child next to me laughed just as hard as I did. I recommend it to everybody!"

REVIEW:

Kentucky Rifle

Howco

Carl K. Hittleman has come up with an ambitious Western of program quality.

The familiar story credited to Hittleman and Lee J. Hewitt has to do with a wagon loaded with Kentucky rifles, forced to fall out of a train in the midst of Indian territory because of a breakdown. Deciding to stay behind are scout Lance Fuller, his friend, Chill Wills; lawyer John Picard; his pregnant wife, Jeanne Cagney; Cathy Downs, engaged to wagon owner Jess Barker, who wrongfully believes that Miss Downs is sitting out remainder of the wagon journey because of a yen for Fuller; religious leader Henry Hull, Sterling Holloway and John Alvin.

Hittleman and Hewitt have packed a heap of story-telling within the confines of 82 minutes, and the overall effect suffers. There's the life-and-death struggle with Indians, long hates drawn out into open between bitter whites, and the unceasing effort to remain alive in veritable wilderness.

The rather melodramatic finish has cries of Miss Cagney's baby filling the air, as Chill Wills, wounded by Indian bullets, expires in Fuller's arms.

As producer and director, Hittleman was able to inject some briefly novel character touches. By the same token, he could have edited more severely.

Running time, 82 minutes. General classification. For July release.

A. M. W.

ITOO Sets Meeting

Special to THE DAILY

COLUMBUS, Ohio, Aug. 23 — The annual convention of the Independent Theatre Owners of Ohio will be held Nov. 13 and 14 at the Deshler-Hilton Hotel here, Robert Wile, secretary of the association has announced. Wile said plans are being made to include several unusual features at the convention.

McLaglen to Plug Films on Television

C & C Television Corp. has completed arrangements to bring Academy Award winner Victor McLaglen to Philadelphia for a personal appearance tour Aug. 27-31. McLaglen will open the promotional campaign for WFIL-TV's "Movietime USA" series. Prominent among the 742 RKO films in the "Movietime" package which WFIL-TV and the Triangle stations obtained from C & C Television Corp. are several of McLaglen's best known films. McLaglen will appear on a special "Salute to Victor McLaglen" program August 29, and his other appearances will include visits to Veterans' Hospitals and Children's homes, culminating in a motorcade to City Hall where McLaglen will receive the key to the city.

Charlotte and Hartford Papers Still Give Films, Theatres More Space Than TV-Radio

Newspapers in two Eastern cities are running counter to the trend which is giving radio-tv an excessive amount of free news space compared to paid advertising. The dailies in Charlotte, N. C., and Hartford, Conn., are devoting more columns to motion pictures than to radio-tv.

In a 10-day period from August 11 to 20, the Charlotte News gave 343 inches to motion picture news compared to 272 to radio-tv. The Charlotte Observer gave 300 free inches compared to 218 for radio-tv. The week-end supplements of both papers carried a predominant amount of motion picture news.

The Hartford Times and the Morning Courant heavily accent motion picture news and features in their week-end supplements. The radio-tv page consists of little more than a week's listing of programs and some reviews. TV columns appear twice weekly in the Times and only in the Sunday edition of the Courant, while both papers carry a daily motion picture column.

TV Space Survey

(Continued from page 1)

he remain anonymous, but said he was also expressing the opinions of other newspaper amusement editors with whom he has exchanged views.

"The tv, nightclub and legitimate stage people often bring in copy that's well written, imaginative and interesting," he said, "something that's newsworthy and which an editor thinks will interest the newspaper reader. Most of the material I get from motion picture publicity departments is dry, dull and routine, formula stuff. Do they expect me to make it appealing and presentable for them?"

"Furthermore," he said, "their attitude doesn't seem as enthusiastic as that of the television people. The tv people send us much more material, giving us a wider selection, and they carry on a much closer personal relationship with our department."

"It's been almost a year, for instance," he stated, "since I've seen a publicist in my office from one of the biggest picture companies."

Most of the newspaper editors questioned during this check commented that the criticism that space allotment should be made more uniform between motion pictures and radio-tv was not reasonable. All their material, they said, was handled strictly from the viewpoint of newsworthiness and whether or not the readers would consider it interesting.

Another amusement editor said that at the moment, radio-tv was bound to get proportionately more space by the very nature of the industry.

"Television shifts programs and material at a terrific rate," he said. "There's always more than enough news to write about. How many new things can you keep writing about a picture playing for six months in the same theatre?"

A check of several of the larger Canadian newspapers over the past 10 days indicates a similar trend north of the border toward greater allocation of free space to radio-tv. TV in Canada arrived much later than in the US and is still under fairly rigid control of the government's Canadian Broadcasting Co.

Michael Clofine

(Continued from page 1)

after service as an infantry officer in France, William Randolph Hearst, Sr. appointed him in editorial charge of the newsreel operation.

In 1927 Hearst Metrotone News was established under the dual ownership of the Hearst organization and Metro-Goldwyn-Mayer. The transition from silent to sound was made under Clofine's supervision. The organization's scope has been enlarged to include a considerable number of non-newsreel productions, many of which, in scores of languages, are distributed around the world for the United States government.

Montague, his successor, in addition to serving as Clofine's associate, produced a newsreel in France for Loew's International. During World War II he served with the OWI overseas.

Eric Johnston

(Continued from page 1)

gleam in Johnston's eyes." He said that if such a proposed trip actually comes about, it would take place in October or November and "would definitely" follow the MPEA talks with British film officials which will commence in Washington on Sept. 24. The Anglo-American talks is to formulate a new film agreement between both countries.

It was pointed out also that Johnston's Iron Curtain visit "would be independent" of any other similar visit planned by other U.S. motion picture executives, specifically Spyros P. Skouras, president of 20th Century-Fox, who is contemplating a trip to Moscow sometime in October.

To Observe, Study

The envisioned trip by the MPEA president would be solely to "observe and study film operations in Iron Curtain countries," it was said. The official said that Johnston's itinerary has not even been discussed, but among the countries which the MPEA president would visit would be Czechoslovakia and Poland, he said. It was added that Johnston would not negotiate any film sales, as that matter would be handled by another MPEA representative.

IATSE Elects

(Continued from page 1)

day were highlighted by a surprise visit by Harry S. Truman, former President, who earlier in the year had been forced by various circumstances to turn down an invitation to address the assembled delegates. The nation's former chief executive received a standing ovation while being escorted to the rostrum by a group of delegates.

After voicing some quips and comment on the political campaign, Mr. Truman launched into a discussion about the library now being built in Independence to house presidential papers.

"No president's papers are too personal," he said, adding with a smile, "even if it's a cussin' letter to a cussin' paper." Papers of some presidents have been sadly neglected.

Because of the smoothness with which the business of the convention had been conducted, the meeting ended yesterday afternoon with the submission of various reports by committees. The convention originally had been scheduled to end Friday morning.

War and Peace

(Continued from page 1)

Broadway house after the film was started, have held to their seats undaunted by the picture's three-and-a-half-hour length, and viewed portions of "War and Peace" a second time.

The management of the theatre, from time to time, found itself compelled to discontinue box office ticket sales in spite of the long lines of waiting patrons for fear of exceeding the theatre's fire law capacity.

Meanwhile, Paramount expects to arrive at a decision as to whether an intermission would be more desirable than the policy of uninterrupted showing of the film. "War and Peace" is playing at the Capitol under a continuous performance policy without an intermission.

NT to Build

(Continued from page 1)

The NT announcement follows several days a declaration by NT general manager Frank H. Ricketson that the theatre industry faces a "flourishing new era."

The townships in which NT purchased land tracts are Westvina, Grande Grove, Northridge and Van Nuys, all of which have experienced tremendous population growths since the end of World War II.

'Oedipus' for Edinburgh

"Oedipus Rex," the motion picture of the W. B. Yeats version of the Sophocles tragic drama, has been selected for showing as a gala presentation at the Edinburgh Festival Sunday, September 2nd.

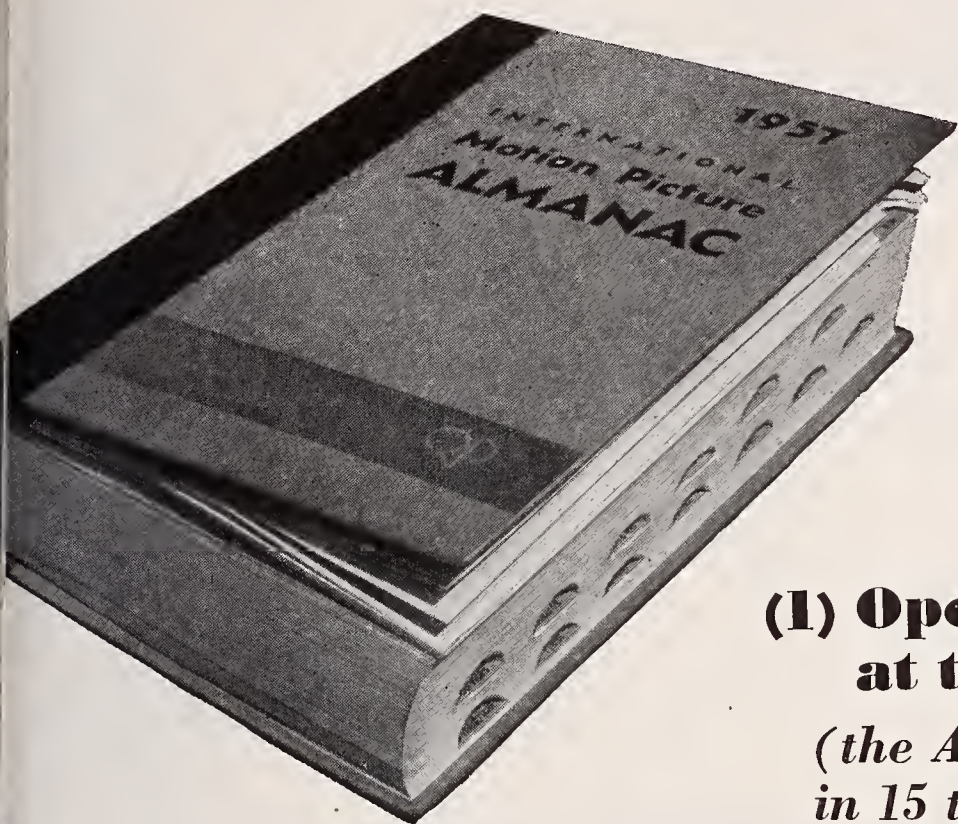
Leonid Kipnis, producer, and Terence Guthrie, director, will be behind the hand. The film is being released by Motion Picture Distributors, Inc.

Any of the many times
you need to know

"Who", "What", "Where", "When"

here's the *only*
way to

*Find the
Facts
Fast...*



**(1) Open the book instantly
at the section you need--**
*(the ALMANAC is organized
in 15 thumb-indexed sections)*

(2) Find the page number in seconds --

*(in the 1957 edition the first page of each
section will list the section contents in
large, clear type—needing only a quick glance.)*

***NO hunting—NO frustrating fumbling—NO time-wasting—
the ALMANAC is designed for constant, practical use!***



Order either volume
—or both . . .

The 1956 ALMANAC was a sellout early in the year because there is no other reference book that serves so well. No other volume provides a *real* "Who's Who" of the industry (over 11,000 biographies in that section)—and no other is organized in 15 thumb-indexed sections.

The 1957 edition will contain hundreds of changes to bring it up to date—to serve you faithfully and frequently for another 12 months. To make sure of YOUR copy, reserve now.

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Please reserve for me a copy of the 1957 edition of:

- ☐ MOTION PICTURE ALMANAC (\$5)
- ☐ TELEVISION ALMANAC (\$5)
- ☐ COMPANION SET OF THE
TWO ALMANACS (\$8.50)

- ☐ Payment herewith
- ☐ Bill me when shipped

Date of this reservation.....

Name

Address

.....



OPERATION AIRLIFT

**moves radio-TV network
pool 2000 miles between
Conventions in 6½ hours!**

Six hours after the Democratic Convention ended in Chicago, key executives and technicians of all three major Radio-TV networks (ABC, NBC, CBS) boarded special United Air Lines planes to speed them to San Francisco, the site of the G. O. P. Convention.

Split-second timing was all-important since all equipment had to be set up and ready to go before the start of the convention. Personnel were carried on DC-7 and DC-6B Mainliners, while a United DC-6A Cargoliner® transported 30,000 pounds of electronic equipment. Every detail down to the smallest light socket, was worked out carefully in advance by the networks and United.

This, of course, is still another example of famous United Air Lines dependability and service. Next time you're planning a trip, call United. You'll be glad you did.

MOTION PICTURE DAILY

80, NO. 40

NEW YORK, U. S. A., MONDAY, AUGUST 27, 1956

TEN CENTS

Winder

Publicists Hit 'Lazy' Charge N. Y. Editor

Man Also Attacks 'Lies' of News Space

By GUS DALLAS

Movie picture publicists reacted to accusations of "lazy" by striking at their accuser's anonymity. "self-appointed knights" within the industry who are pointing at the newspapers' handling of material.

Recent suggestions by theatre (Continued on page 4)

Best Fit Picture

Star': Pasternak

The best way to make both a picture and a star successful is to fit the picture to the star, according to Joseph Pasternak, Metro-Goldwyn-Mayer producer on his way to Rome to start "10 Bedrooms," in which Dean Jagger will play his first solo lead with his comedy partner, Jerry Lewis.

Everyone wonders if Dean can make a success on his own after part of such a vastly successful partnership. Pasternak said, "We believe he can." (Continued on page 4)

Walt Disney Announces Gross Revenues, Profits

Walt Disney Productions report for the nine months ended July 30 showed gross revenues of \$10,718,311, and net profits of \$2,175,000, equal to \$1.60 per share on 1,368,000 shares of common stock outstanding, following the two-for-one split August 20. Information disclosed in a registration statement filed with SEC covering proposed public offering of \$7,500,000 of debentures, due 1976, maturing through September 1, 1976. The registration statement also disclosed that Disneyland Park, which opened July 18, 1955, had a net profit of \$187,891 up to July 29, 1956.

Fox-Russian Deal Studied

Preliminary discussions concerning a co-production agreement between 20th Century-Fox and the Russian motion picture industry were opened here late last week when a delegation of Russian film representatives met with Spyros P. Skouras, president of 20th-Fox, it was reported by Yuri Gouk, cultural attache of the Russian embassy in Washington.

Gouk said that Vladimir Surin, first vice-minister of culture, USSR, and Michael Vysotsky, technical assistant minister of culture, and himself, met with Skouras at dinner and "attempted to establish closer ties between both industries."

The Russian official said that nothing definite was decided by the 20th-Fox official concerning the co-production deal and indicated that further talks on the matter would most (Continued on page 4)

MPEA Will Withdraw Old Films in Italy

The member companies of the Motion Picture Export Association will withdraw a substantial number of old films from the Italian market, it was agreed at a meeting here at the weekend between Dr. Eital Monaco, president of ANICA, and the MPEA.

In cooperation with the efforts of the Italian organization to reduce the backlog of old product, the MPEA companies will commence an immediate (Continued on page 4)

Close with CBS, Triangle, King

Loew's TV Film Deals Go Over \$20,000,000

Company will Continue Negotiations For 5 Stations; 13 Already Offered

By VINCENT CANBY

Three additional leasing contracts for the MGM feature film library were announced here Friday by Charles C. "Bud" Barry, vice-president in charge of television for Loew's, Inc. The three deals, concluded in a rapid series of negotiations Thursday and which, with the previously announced KTTV, Los Angeles, agreement, involve a total of more than \$20,000,000, include:

CBS Television for the use of the MGM library by four CBS owned and operated stations — WCBS-TV, (Continued on page 4)

SIMPP Seeks Better Foreign Deals: Arnall

By LESTER DINOFF

Independent producers will strive for a stronger position in the foreign market by "setting up better distribution agreements and by tapping untouched sources of income," Gov. Ellis Arnall, president of the Society of Independent Motion Picture Producers, said here at the weekend.

Gov. Arnall said this, along with the possibility of SIMPP members selling their product to Iron Curtain countries, will be discussed at a meeting of the association in Hollywood. (Continued on page 4)

Will Rogers Hospital Receives Ford Check

The Will Rogers Memorial Hospital announced at the weekend it had received a check for \$12,950 from The Ford Foundation, half of its share of the Foundation's \$200,000,000 grant program to assist the nation's 3500 voluntary, non-profit hospitals to improve and extend their services. The balance of the Will (Continued on page 4)

Four-State Saturation Will Launch 'Heaven'

Twentieth Century-Fox will launch "Between Heaven and Hell," which deals with a young southerner's experiences during World War II combat in the South Pacific, in four southern states on Oct. 10 preceded by a large regional campaign.

This was announced at the weekend by general sales manager Alex Harrison, following home office meetings with Harry G. Ballance, southern division manager, and Paul S. Wilson, south-east district manager.

The campaign will begin immediately, it was said, with advance publicity. (Continued on page 4)

Television Today

IN THIS ISSUE

PAGE 5

▶ With a briefcase full of contracts, Norman Katz, AAP foreign sales manager, takes off to sell AAP and Warner product to the heretofore underprivileged TV interests of the world.

▶ Spotlighting the news in Television Today.

▶ Passing in Review—San Francisco's show.

PERSONAL MENTION

E. S. GREGG, president of Westrex Corp., left New York by plane yesterday for Hollywood.

JOE PASTERNAK, M-G-M producer, left here for Italy yesterday.

MERVYN LEROY, producer-director, will arrive in New York tomorrow aboard the Queen Elizabeth. He will leave for California later this week.

JOHN FORSYTHE will arrive in New York today for television and radio appearances.

CATHERINE CLARK of Republic Pictures' Atlanta office, was married to **ROGER STAMPER** Saturday in Marietta, Ga.

RALPH WHEELWRIGHT of M-G-M's studio publicity department is due in New York today from Martha's Vineyard.

'Bad Seed' Opens to Strong Box Office

In its first opening engagements, Warner Bros. reports "The Bad Seed" is rolling up strong grosses. At the Stanley theatre, Atlantic City, the film completed its first week with gross receipts of \$20,834 and is holding for a second week with a strong possibility of a third in the offing. The film opened at the Center theatre, Buffalo, Aug. 22, with an opening day gross of \$3,671. Despite hurricane weather, the film opened day-and-date in three theatres, with an opening day gross of \$3,964 at the Olympia theatre, Miami; \$4,093 at the Beach theatre, Miami Beach; and \$2,887 at the Cable theatre, Coral Gables, for a total opening day gross of \$10,941 in the three houses.

Four-Station Deal

J. H. Whitney & Co., owners of television station KOTV, Tulsa, Okla., and 90% of Lone Star Television Corp. which has recently acquired station KGUL-TV, Galveston-Houston area, will purchase, subject to FCC approval, four additional radio and tv stations from Universal Broadcasting Co., Inc. The stations include WISH and WISH-TV, Indianapolis, and WANE and WINT-TV, Ft. Wayne, Ind. The price for the four stations is \$10,000,000 and the sale was negotiated through Howard E. Stark, New York City broker.

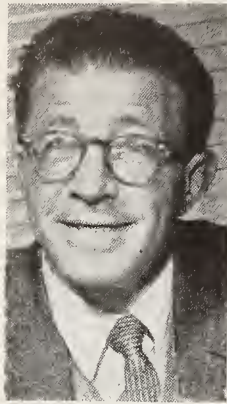
Claims Stars Own Industry

Free lance motion picture stars today "own the industry," according to independent producer Sidney Harmon, who recently completed two motion pictures out of 10 he intends to produce for United Artists distribution within the next few years.

Harmon, who has completed "Men In War" and "The Wild Party," said at a press conference here that "10 to 20 top actors, who are on a free-lance basis, are continually being offered a big variety of scripts from all sources—independent producers, major studios, and their own companies.

"The stars want the best scripts available regardless of source. The material offered them must be vital, exciting and timely in the present highly competitive market," he said, and "producers today must go along with this trend."

Harmon said that once a star accepts a script, "it is not so difficult then to secure financial backing for an independent production."



Sidney Harmon

Gross Admission Taxes To States Jump In '56

From THE DAILY Bureau

WASHINGTON, Aug. 26—Thirty-one states collected \$14,983,000 from sales and gross receipts taxes on amusement admissions tickets during fiscal 1956, compared with \$12,678,000 collected by 32 states in the preceding fiscal year, the Census Bureau has reported.

This shows an increase of over two million dollars in 1956, even though one state less reported its collection for that year. New Mexico, which did not appear in the 1956 report, accounted for only \$9,000 in 1955.

Thirty-four states reported collecting license fees on places of amusement for both years, but there was almost no change in the two figures.

Miss Smith Married

Marie Therese Smith, who was executive assistant to Eric Johnston, president of the Motion Picture Association of America, was married on Friday here to A. Joynes Beane, Jr. in Christ Church. The bridegroom is president of the Foreign Research and Management Corporation of New York.

'King' Gross Passes Million Mark at Roxy

Twentieth Century-Fox' "The King and I" has grossed \$1,011,000 at the Roxy Theatre here in the first eight weeks of its engagement, according to Robert C. Rothafel, managing director of the theatre. The CinemaScope production is now in its ninth week at the house and will continue until Friday, when "Bus Stop" opens.

Alaskan Airline Acts As Agent for Cinerama

Special to THE DAILY

SEATTLE, Wash., Aug. 26—Agents of Alaska Airlines will act as ticket sales for Cinerama, selling reserved seats for the engagement of the wide-screen process at the Paramount Theatre here, under an agreement worked out by Clifford Geisseman, assistant national director of exhibition for Cinerama, and Ralph W. Starkey, vice-president in charge of traffic for Alaska Airlines.

The tickets will be sold at Fairbanks, Anchorage, Nome, McGrath, Unalaska, and Kotzebue. The Cinerama installation here is the 19th in this country and the 26th in the world.

Censor Board Closing In Penna. This Week

Special to THE DAILY

PHILADELPHIA, Aug. 26 — The Pennsylvania Board of Motion Picture Censors, which has been in operation 41 years, will officially close down next Friday.

The closing of the board offices came as a result of two developments: The Supreme Court decision that film censorship is unconstitutional; and the failure of the State Senate to approve governor George M. Leader's three appointees as members of the board. Since the start of the Leader administration there actually has been no functioning censorship board because the government's nominees could not get confirmation.

Praise Felt's Efforts

The employees of the board continued to operate, however, under Michael Felt, its administrative director. It is reported that industry leaders and circuit heads operating in Philadelphia and throughout the state praised the efforts of Felt and his staff, and continuously asked the governor's office to provide sufficient funds to keep their work going until the deadlock in the Senate was broken. Now, it is understood, teacher and parent organizations as well as church and civic groups have been flooding the Governor's office with appeals to keep censorship.

MPAA Board Studies Code Unit Report

Further consideration of the report presented by the MPAA Production Code committee will take place at board of directors meeting of Motion Picture Association of America which will take place after Labor Day, an association official said.

He added, the "early September" directors meeting will also take up 20th Century-Fox appeal from PCA decision refusing a Code to the Australian import, "Smiley."

The MPAA vice-president said exact date of the board meeting would be set when president Eric Johnston returns from the West Coast, which is expected to be around Sept. 1.

Geoffrey Shurlock, Production Code administrator, who returned last week from a two-month tour of Europe following a detailed study of censorship and allied problems in motion pictures, said he plans to meet with studio heads sometime this week to tell them of his findings. He said it was possible that he may return to New York from Hollywood for MPAA directors meeting as he has not been advised of the program made by the committee group on industry self-regulation. The committee includes Barney Balaban, David O'Shea and A. Schneider.

Show Electronicam

The new DuMont mobile electronicam film system will be demonstrated for the press on Thursday at the vietone Studios here. It will be only demonstration on the East Coast since the equipment will be transported to the West Coast at once.



**Only 8¾ hours
Fly UNITED
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LOS ANGELES**

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UNITED AIR LINES

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THE MOST TALKED ABOUT MOVIES ARE FROM THE NEW RKO

Loew's TV

(Continued from page 1)

WBBM-TV, Chicago, and a station each in St. Louis and Hartford where CBS has channel applications pending.

Triangle Publications for use of the library on four stations of the Triangle group (owned by the Philadelphia Inquirer)—WFIL-TV, Philadelphia; WNHC-TV, New Haven; WNBF, Binghamton, and WFBC, Altoona; and

The King Broadcasting Company for use of the library by KING-TV, Seattle, and KGW-TV now under construction in Portland, Oregon, and due to go on the air in October.

At a luncheon-press conference at the Astor Hotel Friday, Barry announced in addition that formal contracts had been signed the day before by him and Richard A. Moore, president and general manager of KTTV, whereby Loew's officially becomes 25 per cent owner of KTTV and KTTV becomes the exclusive outlet for the entire library of 725 MGM films in the Los Angeles area. The three new deals, as in the leasing agreement with KTTV, include exclusive market rights for the black-and-white tv transmission of the product for a seven-year period. For color transmission, each station must work out separate terms with Loew's.

Elaborating on the rapidly developing Loew's role in the field of television, Barry said the company will continue negotiations looking towards acquisition of the five tv stations allowed by the Federal Communications Commission, as well as various participating deals. He added that 13 stations already had been offered for sale to them. At the same time Loew's will continue to develop its plan for the production of tv film series, the first to get into production, probably being "Goodbye, Mr. Chips," in London.

MPEA

(Continued from page 1)

diatic examination of the old feature films they are circulating and make arrangements to withdraw a substantial number of them as soon as their exhibition contracts and other factors will permit.

Both the Italian and American conferees agreed that such a move would be to the best interests of the Italian film market.

Monaco reported, following the meeting, that he was sympathetically received by the MPEA officials with whom he discussed the subject of co-production. A number of U. S. companies told the president of ANICA that they are already planning to make films in Italy and it is likely that there will be renewed interest in further activities of this sort as a result of the discussions.

Publicists Hit 'Lazy' Tab

(Continued from page 1)

operators that newspapers were slighting film publicity in favor of radio-tv copy reached a climax last Friday when MOTION PICTURE DAILY published the declaration of an amusement editor of an important New York daily paper, who asked to remain unnamed, that it was the fault of the publicists because they were "lazy."

"If the quoted editor really deserved the honorable title of newspaperman," retorted Marty Blau, president of the Screen Publicists Guild, "he long ago would have taken up any legitimate complaints with his screen publicist contacts or their superiors."

Blau Takes Exception

Speaking for the Guild, Blau also took exception to "so-called surveys" which have been published on the films vs. tv-radio newspaper space.

"Any short term survey must inevitably fall short of accurately reflecting the whole situation," he said. "It is the claim of the Guild that any exhaustive survey of material planted in newspapers over the long haul—will confirm our belief that screen publicists equal or surpass the press agents of other media."

"It is also our opinion," he said, "that demands upon editors by certain industry figures to trade so-called 'free' space for paid ads is doing nothing more than making the work of publicists harder. Any newspaper which would trade news space for ad space on any ratio basis would be selling its birthright. Just think of the claims upon editorial space that department stores could make on that basis."

"COMPO certainly has done a worthwhile job in its press relations campaign," Blau said, "but all that can be wiped out by self-appointed knights who go charging up to newspaper offices using a measuring rule as a lance."

The response of individual pub-

Fox-Russian

(Continued from page 1)

likely take place in Russia when Skouras arrives there later this year. Gouk also said there was some talk at the dinner meeting concerning an exchange of films.

The Soviet Union is still interested in purchasing American motion pictures for distribution to Soviet theatres, it was said. Surin told Motion Picture Association of America vice president Kenneth Clark that he would like to discuss the matter with MPA president Eric Johnston.

licists ranged all the way from loud vehemence to stoical shoulder-shrugs. Most of them were unhappy with the quality of that one editor's comment, they said, but when you ask for someone's opinion, you get it.

Phil Gerard, eastern publicity director for Universal Pictures Co., disagreed with the "lazy" statement.

"Publicity people in the industry have never worked harder, were never more creative and never more determined than they are right now," he said. "Pictures today are constantly breaking previous peaks and achieving maximum results," he said, "and this is due to the caliber of the publicity people."

Davis Scores Critics

Martin Davis, Eastern publicity and advertising director for Allied Artists, said that the "lazy" comment was uncalled for.

"You'll always find a lazy writer in the bunch," he said, "and we know that bad copy goes to the newspapers with the good. But we're always striving for the best professional material, and we're always competing as hard as we can for space, not only with tv but with all the other press agents, even the soap commercials."

Attention was first called to the comparative allocation of newspaper space to films as against tv-radio by a survey of newspapers in seven Western cities made by National Theatres. The results indicated a disproportionate amount of free space was being given to the latter and Elmer Rhoden, N. T. president, called the situation to the attention of newsmen in an article in "Editor & Publisher." He also asked N. T. managers to call it to the attention of publishers and editors in their own cities.

MOTION PICTURE DAILY measured space allocated by newspapers in other cities, including New York, to films as against tv-radio, with results similar to those uncovered by the N. T. study with but few exceptions.

Stars-Pix Fit

(Continued from page 1)

will. '10,000 Bedrooms' was not written with Dean in mind, but when he came in with us, we changed it to suit his talents, to play them up to the best result."

"Story is important," he said, "but not the only important thing. It's not enough to write a story for a specific star and then have that star fit himself into the role. The star has to be able to express his talent naturally. You have to fit the role to him like a tailor."

Will Rogers

(Continued from page 1)

Rogers share is expected to be next year.

Under the terms of the grant, decision as to the use of the money is left to the hospital's governing board. The only condition made by the Foundation in its original announcement of the grant program last Dec. 12, was that the fund could not be used for repaying past obligations or "operating expenses" services currently being performed by the hospital.

A. Montague, president of the Will Rogers Hospital, said that "in making formal application for the grant we had informed the Foundation of possible uses of the money. These included broadening the services available at Will Rogers and furthering research."

Saturation

(Continued from page 1)

licity material serviced to newspapers and magazines as well as tv and radio stations in Georgia, South Carolina, Florida and Louisiana. The campaign will then build in the coming period, hitting full stride four weeks in advance of openings at several hundred theatres in the area.

The campaign plans include tours by stars of the film and active operation from military and veterans organizations in the area to make openings "civic events with parade and theatre ceremonies."

The CinemaScope film is adapted from Francis Gaultney's novel, "Day The Century Ended," and stars Robert Wagner, Terry Moore and Broderick Crawford.

SIMPP

(Continued from page 1)

wood on Sept. 5, at the Beverly Hills Hotel.

The former governor of Georgia said that SIMPP European representative, Jack Lamont, who is currently on his way to Hollywood from the Continent, will report on the Iron Curtain situation and tell members of film agreements worked out in Spain and possibly Denmark, two countries which currently are not being serviced by the Motion Picture Export Association's members.

Gov. Arnall, who said he will be in Washington for the Anglo-American film talks, Sept. 24-25, pointed out that the SIMPP membership of 38 producers currently feels that steps to Iron Curtain countries should be placed "if the State Department has no objections and if we could make deals that are economically advantageous."



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Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

Stable Market

An annual sales volume of something like 9,000,000 television receivers was forecast last week by Allen B. DuMont, chairman of the board of Allen B. DuMont Laboratories, speaking at the annual banquet of the Texas Electronics Association. "Normal new buyers should account for 4,000,000," he said, with the balance to be made up of replacements. DuMont conceded the manufacturing industry was going through a "pretty rough shake-out period." He did not mention who was to be "shaken out."

Wide New York

Last week Theodore Granik, in October, 1955, was the center of a local furor when New York's Mayor Wagner gave him permission to go into city files for a proposed TV film series, was sending out a prospectus to various city departments, asking for cooperation for the proposed series. (Mayor Wagner subsequently ruled that each department would act individually on the

matter of cooperating with Mr. Granik). Meanwhile, Guild Films has avoided the whole ruddy business of red tape. It announced last week that it has obtained the rights to the personal records and files of Conrad H. Rothengast, former Chief Inspector of New York City Police, on which will be based a film series, in color, to be called New York's Most Important Police Cases. The series will be shot in New York with Mr. Rothengast's full cooperation.

Color in Autumn

► The results of NBC-TV's \$12,000,000 appropriation last year to double color facilities will be evident on both coasts this Fall. In operation will be three new color studios—the Ziegfeld theatre and a new Brooklyn studio, in New York, and a new adjunct to the NBC Color City, Burbank. Of greatest interest to West Coast viewers will be the installation, at Color City, of a recording system using lenticular film and which will allow NBC to present color programs on the West Coast on the same time-delay basis that is standard for black-and-white TV. Under the lenticular system, electronic color information is registered on black-and-white film through minute lenses which form a portion of the film itself. The film can be processed rapidly with normal black-and-white techniques and then played back in color.

Ambitious

► Howard Welsch Productions, in Hollywood, the Howard Welsch who has some good film credits, plans a really ambitious project, Masters of Music, 16 feature-length pictures in color for theatrical release, with each to be presented initially as a one-hour TV spectacular, to be followed by theatrical showings. Deems Taylor will be master of ceremonies, apparently inevitably, with the first four to be based on the lives of Bach, Liszt, Brahms and Beethoven. Nicholas Ray will direct.

Movies Sell Better

► WCBS-TV, New York flagship station of CBS, announces with pride and even some surprise that its three feature film shows—The Early Show, The Late Show and The Late Late Show—already are

sold-out for the coming season. Frank Shakespeare, Jr., general sales manager of the station, notes that present orders put the three shows in the sold-out category by the middle of September and that this marks the first time that the Late Late Show has been in such an enviable position—even though New York is notorious as a city of insomniacs. Among the news sponsors are Anahist, Colgate, Pepsi-Cola, Coty, White Owl Cigars, Presto Electric Cooking-ware, Glamorene, Cream of Farina and Lestoil.

Popular Re-Runs

► MCA-TV said last week that its Waterfront film series currently is reaching more people in its second run than it did in its first time out and *not* simply because there are more sets in operation now. Rather, says MCA-TV's research department, the popularity is due to the show's "ability to draw high re-run ratings"—which may be the same as saying a show is popular because a lot of people look at it. A study of 15 representative ARB markets revealed that

(Continued on page 6, col. 3)

In Our View

LAST Sunday evening, during the General Electric Theatre presentation over the CBS-TV network, was offered a commercial message which was not only sufficiently unusual and well done to merit comment for those reasons, but which indicated an open pathway for like handling to which too little attention thus far has been paid.

This message, keyed to General Electric's good basic slogan, "Progress is our most important product," took the television audience on a pictorial visit to Abilities, Inc., a small company located in West Hempstead, Long Island, which is one of General Electric's numerous sub-contractors. The notable, astoundingly interesting point about Abilities, Inc., is that every single one of the employees of the company is physically handicapped in one way or another, more or less seriously. Their handicaps range from partial dismemberment to total blindness, yet they all function with an amazingly high degree of skill and meet readily and easily the stern precision requirements of General Electric. The president of this fascinating establishment, which in a few short years increased its employment roster from a few to a few hundred, is Henry Viscardi, himself legless since birth, and using artificial limbs with ease.

As Don Herbert, General Electric's "progress reporter" moves about the work floor and talks with Mr. Viscardi, the splendid work of this company is impressed upon the viewer in the most compelling terms. The commercial, for thus it was, required exactly three minutes, and became in itself a compulsively interesting experience. Batten, Barton, Durstine & Osborn was the agency responsible for the commercial.

Such a message became at once an outstanding public service, a strong appeal for the sponsor in indirect but nonetheless powerful terms, and an institutional advertisement of value. It is the kind of presentation which almost begs for the best attentions of those charged with the production of sponsor's television messages. It merits the most careful and detailed consideration by all.

—Charles S. Aaronson

THAT FUND REPORT

Repercussions of the controversial "Report on Blacklisting" prepared by John Cogley for the Fund for the Republic, continue to be heard, if in minor key. Recently Michael Harrington, who describes himself as a "member of the staff which assisted Mr. Cogley" writes to take us to task for the editorial position taken in Television Today last July 9. Mr. Harrington, who, incidentally, is national chairman of the Young Socialist League, and Mr. Cogley, in a recent letter to the New York Times, continue their defense of the "Report." Let it be said here and again that Television Today and Motion Picture Herald, which accorded the "Report" much fuller and more analytical treatment, both stand by the position originally taken and since reiterated, with respect to the "Report on Blacklisting."—C. S. A.

ATOMS AND NEUTRONS NOTWITHSTANDING, this is the Age of Speed. Nowadays clichés, like guppies, can be born and matured in just a matter of hours—with the loving help of television. In Chicago, toward the end of the affair, the thing to say was "... and believe me, nobody else knows better than I that so-and-so is a real fighter." In San Francisco, the speakers hadn't put in their time till they had quoted Harry Truman on the qualities of Adlai Stevenson. Television, like the civil servant it is, stood alertly by and communicated every shadow and syllable of the pointing with pride and viewing with alarm, which is as it should be. The latter is true too of the slight difference in the TV coverage of the two conventions. While the drama in Chicago surrounded the knock-down, drag-out on the floor and the rostrum, the two high-points from San Francisco were only indirectly concerned with the actual floor doings. The first was the dramatic live coverage of Ike's arrival in the city, accompanied by fascinating shots of the Bay area, and the second, his live-and-now press conference, perhaps historical.

The networks valiantly tried to make up for the lack of suspense last week, and were partially successful with the aid of Harold Stassen, George Murphy and Terry Carpenter of Nebraska. It really wasn't politically significant that Ethel Merman received the greatest ovation of the convention to date when she made her appearance, any more than Mahalia Jackson's singing of the Lord's Prayer, which closed the Democratic convention, was the most stirring single event of that meeting. This was showmanship, and the politicians, happily, still have a lot to learn before they get too slick. Little men dressed up in Uncle Sam suits won't change the vote of a viewer who has, in the last twelve-month, surveyed the Israel-Egypt situation, become aware of the forces at work in Africa, journeyed to the Antarctic or suffered through the rehabilitation of a mental patient.

Although no new political stars-of-stature were born in the last two weeks, some television personalities emerged with increased respect—Chet Huntley, Quincy Howe, David Brinkley, Martin Agronsky. Commercially speaking, there was growing evidence that the Betty Furness school of huckstering is slowly creeping onto other channels. Frank and Grace Albertson, along with their two child-actor children, pitching for ABC's Philco sponsor, have adapted as their very own Miss Furness' classic style: a sincere, intense, jerky emphasis on every word, accompanied by a half-smile that suggests the speaker (1) hasn't the faintest idea what he is talking about (2) couldn't care less (3) is desperately trying to read the teleprompter (4) is desperately trying to remember strings of totally unrelated phrases of description and technical jargon. Elsewhere in the week: V. C.

THE STEVE ALLEN SHOW, NBC-TV, 1 Hour, 8 P.M., EDT, Sunday, August 19, 1956. Live, from New York. For various sponsors.

The foolishness involved in the Sunday night 8-9 P.M. rivalry between NBC and CBS was beautifully highlighted last week by a laryngitic, nonchalant Frank Sinatra as he coolly bicycled from the Steve Allen Show, stopping off at ABC's Famous Film Festival, to the Ed Sullivan Show where he winged it for 10 minutes with guest emcee Red Skelton. Frankophile fans, by careful dial-turning had almost a full hour—minus traveling time—of their hero and "Johnny Concho" plugs—leaving Steve, Red and FFF's Donald Woods just about where they were before each scored the coup of a Sinatra appearance. Mr. Allen fared best with the star whose temporary handicap

was turned into a very funny comedy routine: Mr. Allen mouthing the lyrics to a Sinatra recording of "A Foggy Day." Afterwards the Allen show was rather anti-climactic, the highlight of which was a rambling monologue by Don Adams tested—as are most of the Allen acts—earlier on the Tonight show. Mamie Van Doren, the fifth rung of the ladder on which Marilyn Monroe stands, provided some amusement. Generally, however, the Allen show seems to be holding up well. Most importantly, it's providing a certain Sunday night continuity which NBC 8-9 P.M. efforts have lacked heretofore.

ALCOA HOUR: "The Big Vote," NBC-TV, 1 Hour, 9 P.M., EDT, Sunday, August 19, 1956. Live, from New York. For Alcoa.

A more odd than offbeat point of view was set forth by author David Karp in this study of local U. S. politics, centering on the come-uppance of an old-fashioned district boss who has not kept up with the times. Mr. Karp started off in unhackneyed style by presenting his protagonist as sort of a benevolent dictator, a man of honor and integrity who used his power to do

good for his community. The conflict comes when a young politician refuses to go along with the boss' ideas of seniority and challenges the old man's personal choice for a Congressional nomination. The boss looks on his choice—an elderly semi-competent—as deserving the post because of his long party service. The younger man thinks that conditions in the world require the party to run the best possible man—namely, him. The young man wins the primary, but loses the support of the old man's party machine until the old tyrant exhorts his supporters to follow the new man. According to him, Party comes before all else, no matter who the head man is. This, indeed—in a land of independent voters—is an odd point of view, and perhaps would have significance only to died-in-the-wooly-thinking Republicans and Democrats. As drama, "The Big Vote" had moments of high interest, though both Ed Begley, as the boss, and Walter Matthau, as the maverick, both had trouble giving the events any universal meaning. It was, however, a disturbing, thought-provoking piece, a rare TV quality. Norman Felton directed. Philip Barry, Jr., produced.

(Continued)

although the number of sets between the first run and the second run increased by 10 per cent, the number of homes reached by Waterfront increased by 15 per cent.

► It's Film Manual time again. The 1956 edition—third in an annual series—has been published by the National Association of Radio and Television Broadcasters and distributed to the Association's active television membership, NARTB president Harold E. Fellows announced. The manual is divided into three parts: programming hours and costs; case histories; and a feature article dealing with non-rental film.

► Herbert V. Akerberg, CBS Television vice-president in charge of station relations, reports two new affiliations: KUAM-TV, Agaña, Guam, has joined the network under the extended market plan: WARD-TV, Johnstown, Pa., has joined the network as a primary interconnected affiliate, effective immediately.

► A new 1,000-foot television tower, the tallest structure on the east coast south of New York, is

FRONTIER: "Patrol." NBC-TV, Hour, 7:30 P.M., EDT, Sunday, August 19, 1956. Film. Reynolds Metal Company.

There is a basically interesting story involved in this episode of this good series, which is produced by Worthington Miner. Here is the story of a patrol of American frontiersmen, lost after an encounter with hostile Indians and trying to make its way back to the fort. En route they encounter a scout who advises that the Civil War has broken out, and the patrol, composed of Northern and Southern sympathizers, immediately splits and in effect there is a declaration of war between two groups. The play tells of the pursuit of the Southern men by the Northern, their collapse after another, and the denouement as the remaining Southern soldiers at last find peace and a future of hope with the widow of a father felled by Indians. It was very well produced and very ably performed chiefly by Don Kennedy, Jack Griffith, Patrick Colby and Majorie Owens. Walter Coy handled an occasional narrative interlude which added an interesting note of difference to the play.

under construction at station WMBR-TV, Jacksonville, Fla., and will provide greatly increased television service to rural and urban families in south Georgia and north Florida. This is the work of Glenn Marshall, Jr., president and general manager of the station, who adds that the antenna, which cost over \$250,000, will eliminate a great many of what were heretofore "fringe areas."

Most Artistic Modern Home. 15x30 foot Swimming Pool—Flagstone Terrace. Overlooking Delaware River. Five miles this side of New Hope, Pa.

Over \$50,000.00 spent in 1953 to make this unusually compact home last word in comfort, charm and inspiration. Large two story living room, enormous stone fireplace, most modern kitchen-bar, three bedrooms, two new luxurious bathrooms. Plus a separate apartment on Swimming Pool level, with living room, fireplace, bedroom with another luxurious bathroom and kitchen, with own entrance.

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HERE'S TELEVISION GOLD ABROAD— AND THE AAP MAN'S GOING AFTER IT

by VINCENT CANBY

ripatic, hard-working Nor-
Katz, foreign sales manager
of associated Artists Productions,
last week took
off from New
York on a two-
month selling
trip that will
take him
around the
world and—if
all goes well—
through a
couple of Iron
Curtains. In
his briefcase
are the televi-
sion rights to 500 of the recently
acquired Warner Brothers features
and shorts, the 600-odd regular
AAP features, those Popeye car-
toons and other assorted product
which Mr. Katz confidently
expects to get in on the ground
floor of television abroad.

Just a few hours before he
took off, Mr. Katz talked of ex-
pansion, now and in the future.
He now was graphically illustrat-
ing the chaos of his office, cur-
rently in the midst of a giant re-
modeling job by plasterers, plumb-
ers and electricians, and reflecting
his acquisition of the Warner
log. The future, said Mr. Katz,

is the reason for his trip. "In three
or four years," he said, "30 to 40
per cent of our TV gross will come
from foreign sales," approximating
the increasing importance of the
foreign market to the total gross
of theatrical films.

Mr. Katz' current trip follows his
seven-month global tour of 25
countries last year, described prin-
cipally as a survey trip, although
sales were made in such diverse
geographic locales as Great Britain
and Siam. (AAP product now is
on TV in 12 different markets over-
seas.) Without mentioning any
names, the AAP foreign sales chief
said that while some companies had
jumped into the foreign field too
soon, AAP is taking its time and
the long view—that is, long term
contracts with escalator clauses
which permit AAP to get bigger
returns as the individual TV mar-
kets increase in size. Frankly, he
added, most markets abroad at
the present time can't afford such
films as are in the Warner library,
though later they will.

Mr. Katz' itinerary takes him
first to Paris, other western Euro-
pean capitals, then to Prague,
where he'll dicker on clearance to
Warsaw and Moscow. Subsequently,
he'll be swinging through Australia,
Hong Kong and Japan.

Who's Where

Let's look at these changes:

FRANK HARMS has been named pro-
gram manager of WBUF-TV,
New York-owned UHF television station
in Buffalo, it is announced by
CHARLES C. BEVIS, JR., general man-
ager of WBFU-TV. Mr. Harms has
an extensive experience as direc-
tor, producer and program manager
for radio-TV stations in various
parts of the country.

MARTIN L. NIEMAN, TV salesman
for Edward Perry & Co., station
representatives, has been promoted
to western television sales manager.

MARIE GRESHAM has been named
west coast sales manager for
MCA-TV, the Loew's television di-
vision. CHARLES C. BARRY, vice-
president in charge, at the same
time announced the appointment of
RICHARD KELE as assistant manager of
TV operations.

BENNET H. KORN, has been named
director of sales for WABD, Du-

TELEVISION TODAY—Editorial Director:
Charles S. Aaronson; Eastern Editors:
Philip Herman, Vincent Canby; Holly-
wood: William R. Weaver, Samuel D.
Beck; Washington: J. A. Otten; London:
Peter Burnup; Photo Editor: Floyd E.
Shee.

Mont's station in New York, by
TED COTT, vice-president and gen-
eral manager.

RAY WILD has been named to the
newly created position of field sales
manager for MCA-TV, Ltd., Film
Syndication Division, according
to WYNN NATHAN, vice-president.

GEORGE A. HEINEMANN has been
appointed program manager of
WRCA-TV, NBC New York sta-
tion, it was announced by WILLIAM
N. DAVIDSON, station manager.
SAM DANA has been named to head
the advertising activities of WRCA
and WRCA-TV.

HERBERT KLYNN, executive produc-
tion manager of UPA Pictures'
Burbank studio, has been named
vice-president and producer of the
company's Burbank television com-
mercial spots. Also, he will super-
vise west coast and midwest sales
of television commercials, it is an-
nounced by STEPHEN BOSUSTOW,
UPA president.

MAJOR GENERAL RAYMOND C.
MAUDE, former commander of the
Air Force Cambridge Research
Center, Air Research and Develop-
ment Command, has joined Allen
B. DuMont Laboratories, Inc., it
is announced by DR. THOMAS T.
GOLDSMITH JR., vice-president for
government and research.

The Show-Makers

Dick Powell stars as a Western
sheriff in "A Spray of Bullets" on
"Four Star Playhouse," Thursday,
September 6 on CBS-TV. Featured
are Raymond Hatton, Jean Howell
and Bob Wilke. "A Spray of Bul-
lets" was written by Dick Carr
and directed by Roy Kellino.

★

Marisa Pavan and Claude Rains
will play the leading roles in
"Antigone" on the Kaiser Alumi-
num Hour Wednesday, Sept. 11 on
NBC-TV, Franklin Schaffner will
produce and direct.

★

Eli Wallach and Gaby Rodgers
will play the leading roles in
Ferenc Molnar's "A Fragile Af-
fair," which has been adapted for
TV and will be presented on The

Kaiser Aluminum Hour Aug. 28.
Woodrow Parfrey, Eva Leonard
and William Podmore will appear
in the teleplay, which will be pro-
duced and directed by Fielder Cook.
Tony Miner is executive producer.

★

Dennis O'Keefe and June Lock-
hart have been signed by Screen
Gems, Inc., television subsidiary
of Columbia Pictures Corp., to co-
star in "Confession," which Eva
Welas will produce for the CBS-
TV Playhouse 90 Series.

★

Lee Sholem has been signed to
direct the new National Telefilm
Associates - Desilu series, The
Sheriff of Cochise, now in produc-
tion in Hollywood. Mort Briskin is
writer-producer for the series,
going on the air in October.

If You've Been Watching
the **CONVENTIONS** on TV



YOU'VE BEEN SEEING
VIDEO PICTURES



Top Quality Film Commercials
For **OLDSMOBILE** and **RCA**
VIDEO PICTURES, INC.

500 - 5th Ave. N. Y. C. LA 4-2912
Studios at 510 West 57th St., N. Y. C.

SOLID, MAN, SOLID!

FIRST TWO DAYS

COLUMBIA'S

SOLID GOLD CADILLAC

WARNER'S BEVERLY, L.A.

98.91 PERCENT OF

THE EDDY DUCHIN STORY

*And THE EDDY DUCHIN STORY broke every record for gross and film rental at that theatre!

All
the News
That
Is News



MOTION PICTURE DAILY

Concise
and
to the
Point



80, NO. 41

NEW YORK, U. S. A., TUESDAY, AUGUST 28, 1956

TEN CENTS

Annual Campaign

OMPO Will Launch Dues Drive Sept. 10

Branch Heads to Meet Preliminary Plans

OMPO's annual dues campaign is getting underway Sept. 10, Robert Coyne, special counsel, announced yesterday. As in former years, the dues will be collected by sales forces of the major distributors, the general sales managers which have approved the drive (Continued on page 4)

Don't Sell Rep. Stock Except to Cantor: Yates

From THE DAILY Bureau
HOLLYWOOD, Aug. 27—If Cantor Fitzgerald and company does not exercise its option to buy Republic shares held by Herbert J. Yates and associates by the deadline of Sept. 4, these shares will not be for sale to anyone, Yates said here. The Republic president said his responsibility to long-time employees is among the reasons for this decision, explaining "these faithful people have been with me for from 25 to 40 years, and they will always be the primary factor in all plans for the future."

At the same time Yates unequivocally denied a locally published report that a syndicate headed by Moe Stern has approached him with offers to buy his stock.

Belford Dies; Known 'Toughest Censor'

Special to THE DAILY
MEMPHIS, Aug. 27 — Lloyd T. Belford, who had retired Jan. 1 after 28 years as chairman of the Memphis Shelby County Board of Censors, died today at the age of 89. Belford was one of the most colorful and controversial figures in the history of Memphis. He brought national attention to Memphis by his censorship of motion pictures. Belford became a millionaire as (Continued on page 5)

'War and Peace' Record \$123,000 for 1st Week

Playing to capacity at almost every one of four shows daily, Paramount's "War and Peace" grossed a record \$123,000 for its first week at the New York Capitol. Loew theatre people said it was the highest dollar gross per show in the history of the theatre.

At the 1,500 seat Hollywood Paramount theatre the picture grossed \$18,000 for its first three days and a record of \$35,000 was estimated for the first week.

DeLaurentiis Extols Co-Production Deals

From THE DAILY Bureau
HOLLYWOOD, Aug. 27 — "War and Peace" producer Dino DeLaurentiis is so firmly convinced that international co-production holds great rewards in store for the future that he already has one picture property in preparation for production here under an Italian director. DeLaurentiis was the special guest of the screen producers guild press-panel luncheon this afternoon at the Brown Derby chairmanned by Walter M. Mirisch and attended by producers Pandro S. Berman, Arthur Freed, Tony Owen, Frank P. Rosenberg, Mike Todd and Carey Wilson.

With Paramount International Representative Luigi Luraschi acting as (Continued on page 5)

EDITORIAL

Film Vs. TV News Space

By Sherwin Kane

NEITHER the editorial comments of the trade magazine "Editor & Publisher," nor the statement issued by the Screen Publicists Guild has (yesterday's MOTION PICTURE DAILY) succeeded in shedding much light on the subject of comparative amounts of newspaper space given to motion pictures and to television-radio by metropolitan newspapers around the country.

"Editor & Publisher" airily waved aside the recent National Theatres' survey of the situation in seven Western cities by declaring that it was "off on the wrong foot" because it used the term "free publicity" and linked the advertising placed by each medium with the editorial treatment each received.

We are sure that Elmer Rhoden and his staff are not much concerned whether the newspaper space given to films and to tv-radio is in publicity or simon-pure "news." What they are concerned about is the total (Continued on page 2)

Australians Afraid of TV

By GUS DALLAS
(Picture on page 4)

A 25 per cent drop in box office receipts is the pessimistic anticipation of motion picture houses in Australia when tv gets going very soon in that country, David Joel, circuit manager for Snider & Dean Theatres in Sidney, said at a press conference here yesterday.

Joel has been in the United States for five weeks studying the results of tv on American theatre profits. He has traveled from Los Angeles to New York visiting studios and talking with exhibitors and distributors on the subject.

"TV hasn't quite started yet in (Continued on page 4)

Missouri-Illinois TOA Hears 'Disunity' Scored

Special to THE DAILY

ST. LOUIS, Aug. 27—Good will and harmony are the watch words for the Missouri-Illinois Theatre Owners Association meeting in a two-day session at the Hotel Kingsway. F. P. (Pete) Gloriod, Poplar Bluff, Missouri in the keynote address, "Let's go forward together," stated, "one word describes the greatest contributing (Continued on page 5)

Consolidation

Warners Seen Streamlining Distribution

Program Said Affecting 200 National Employees

Warner Brothers Pictures "is streamlining" its domestic distribution organization by consolidating operations at the branch and exchange level, according to a home office spokesman.

In Minneapolis, it was reported that one film salesman and six other employees of the branch have been laid off in an economy move and that the local Warner Bros. building has been placed on the market for sale or lease.

It was also said that the physical handling of film shipments in the (Continued on page 4)

AB-PT Divestiture Extended to Nov. 5

From THE DAILY Bureau

WASHINGTON, Aug. 27—American Broadcasting-Paramount Theatres has received another extension—until Nov. 5—in its divestiture deadline.

The previous deadline was Sept. 3. AB-PT is the only divorced circuit that has not yet completed its divestiture, but it was one that had the most theatres to sell. Justice Department officials said the circuit still has 23 theatres to dispose of, of which all but 2 are in a joint interest with Maine and New Hampshire Theatres, Inc.

Ridgeway States Income \$12,000 for 6-Months

Ridgeway Corp., the Canadian holding firm which sought to acquire the Loew's Inc., film library for television distribution, has reported that for the six-month period ended on June 30, 1956, its net income after taxes was \$12,000.

The financial report of the company, the corporate shell of the former Campbell, Wyant & Cannon (Continued on page 4)

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, returned to New York from the Coast over the weekend.

MITCHELL RAWSON of M-G-M's publicity department is vacationing at Saratoga, N. Y.

CHARLES M. REAGAN, M-G-M sales vice-president, has returned to New York from the Coast.

SAM HARRIS, partner in the State Theatre, Hartford, and MRS. HARRIS have returned from a vacation in Spain and Portugal.

A. J. (JACK) BRONSTEIN, Connecticut drive-in theatre developer, and MRS. BRONSTEIN, are due back in Hartford Oct. 1 following an extended stay in Los Angeles and Tucson.

MICHAEL REDGRAVE and GEORGE SEATON are among those arriving in New York on the Queen Elizabeth today.

H. M. BESSEY, executive vice-president, and MARTY WOLF, sales manager of Altec Service Company, returned to New York yesterday from a nation-wide tour which included attendance at the IATSE annual convention in Kansas City last week.

ALBERT LEONARD, director of foreign sales for Magna Theatres, distributor of Rodgers & Hammerstein's Todd-AO "Oklahoma!", has left on a European trip.

Gordon Organizes New Production Outfit

Formation of a new independent film producing organization, Robert Gordon Productions, Inc., has been announced by Robert Gordon, a director whose work includes UA's "The Joe Louis Story" and Columbia's "It Came from Beneath the Sea."

Associated with Gordon are Harvey Bernhard, owner-operator of the Bali Hai in Las Vegas; actor-writer James Edwards; Bill Watters, who will serve as director of publicity and advertising; and Harry Sokolov, vice-president and legal counsel of Famous Artists, named as secretary for the new firm.

The initial picture on the company's schedule is "Three Were Guilty," which will be made in N. Y.

EDITORIAL

(CONTINUED FROM PAGE 1)

amount of newspaper space given to each and whether it appears to be disproportionately weighed against motion pictures and the theatre.

We are sure also that the National Theatres' survey had no intention of linking the advertising of motion pictures and that of tv-radio inseparably with the newspaper space accorded each. The advertising comparison seemed to us merely to have been mentioned because tv and radio are competitors of the newspapers and the theatrical motion picture is not.

That reminder, in the circumstances, seems pertinent.

Nor is it helpful to be told by "Editor & Publisher" that a "valid case" would be difficult to make out against newspapers as long as editors try to satisfy "reader interest" with what they publish.

It seems highly unlikely that Rhoden has any quarrel with any editor on that score, or that he has the slightest objection to any newspaper publishing tv-radio news, features, program logs and "publicity." His sole concern seems quite clearly to be whether a disproportionate amount of such tv-radio copy is published in a majority of metropolitan newspapers, as compared with motion picture copy, and if so whether editors and publishers actually are aware of the situation.

THE PIQUE of the Screen Publicists Guild over some of its members being held partially responsible by one New York newspaper editor for what he frankly concedes is, as the National Theatres' survey in the West indicated, a disproportionate amount of newspaper space going to tv-radio, as compared to motion pictures, is readily understood.

The Guild is well within its rights in taking exception to an anonymous charge by the editor that because the publicist of one major film company had not called on him in a year, all film publicists are "lazy."

Moreover, the publicists certainly do not relish anything resembling a feud being nurtured between their industry and the newspapers. It is conceivable that in some instances resentful editors could make the tasks of the film publicists more difficult than they normally are.

But that, too, palpably is farthest from the thoughts of National Theatres officials in making use of the results of their survey.

If they can succeed in calling the attention of only a few editors and publishers to a changing situation of which they may or may not be mindful, the National Theatres' officials will have performed a worthwhile service not only for motion pictures and the theatre but also for those newspapers which unwittingly may not have been adequately satisfying the interest of their readers.

IN ANY SUCH instance, it would inevitably follow that National Theatres also had performed a service of value to film and theatre publicists who may have been striving to get space not only in competition with other entertainment publicists, but also in contention with a situation, sometimes as unrecognizable as it is unofficial, which acts to reduce the news space available to them in any given issue.

Nor need the possibility be overlooked that some newspaper, appraising reader interest in their communities in motion pictures and radio-tv, in consequence of National Theatres' urging, may conclude that the adherents of the electronic tube are being short-changed in their reading matter.

Then, however unintentionally, National Theatres will have performed a service for tv-radio, as well.

We prefer to believe that it is in this light that National Theatres is making use of its survey results. Certainly it was in this light that MOTION PICTURE DAILY through its news correspondents extended the newspaper space examination to cities not covered by the National Theatres survey. (In this connection it was found that in some cities, Charlotte and Hartford among them, there has been no expansion of tv-radio space in local newspapers for some time, with film space retaining a distinct lead.)

We respectfully suggest that "Editor & Publisher" and the Screen Publicists Guild have another look at the situation, and from a different angle.

... NEWS ROUNDUP

40 in Production

Six new pictures were started by Hollywood studios this week and others were completed, for a total of 40 pictures now in production here and abroad. Started were: "Love in the Afternoon," (Allied Artists); "Hanging Judge," (Associated Film lease); "Shark Reef," James O. Ford (Independent); "The Vintner's CinemaScope, Metro Color (Metro Goldwyn-Mayer); "The Reno Brothers," CinemaScope (20th Century-Fox); "The Bachelor Party," Helio Lancaster Co.-Norma Prod. (United Artists).

Tushinsky Exploitation

The Tushinsky Brothers, which recently announced three German films will be processed in Superscope, setting up a special advertising publicity service covering all of Europe. Edgar G. Ulmer, general manager of the European Service Organization of Superscope, with headquarters in Berlin, will supervise exploitation operations.

'Night Cry' To Palace Here

"A Cry in the Night," Warner Bros.' new drama starring Edmund O'Brien, Brian Donlevy and Nanette Wood, will open at the Palace Theatre here on Friday.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
BING GRACE FRANK
CROSBY • KELLY • SINATRA
in "HIGH SOCIETY"
in VistaVision and Color
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

MOVIELAB
TV FILM SERVICE CENTER
AVAILABLE
★ EDITING rooms
★ STORAGE rooms
★ OFFICES
★ SHIPPING rooms
PROJECTION ROOM FACILITIES
MOVIELAB THEATRE SERVICE, INC.
619 W. 54th St. • New York 19 • JUdson 6-0366

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building; Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOLlywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear Street, Leicester Square, W.C. 2; Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIRCLE 7-31. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign; single copies, 15c.

TRAILERS ON TRIAL!

"We, the jury, Find
coming attraction Trailers..."



GUILTY AS CHARGED!"



Guilty of influencing more patronage to your theatre than any other advertising medium...and at considerably less cost. *The daily showing of a trailer in the average theatre costs less than the price of one admission ticket. Yet, trailers are primarily responsible for more than one-third of total box office receipts!**

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

*According to an 84-week survey by Sindlinger and Co., trailers are the primary influence behind \$348.00 out of every \$1,000.00 expended in admissions at first-run theatres in Oklahoma City. The trailers' influence is even greater for subsequent-runs.



PEOPLE

David Golding is scheduled to arrive in New York today with a print of Samuel Goldwyn Jr.'s "Sharkfighters" for screening before United Artists executives. Golding will remain in New York for campaign conferences on the film.

Richard B. Groome has been appointed controller of the Mutual Broadcasting System, it is announced by George R. Ruppel, vice-president and treasurer of the network.

Vincent G. Trotta, son of industry art director Vinecent Trotta, will be married tomorrow to Faith Goddard Kelley at Bourne Methodist Church, Bourne, Mass.

Seymour Schussel has been named general sales manager of Artists-Producers Associates, Inc., it is announced by A. W. Schwalberg, president.

COMPO Dues

(Continued from page 1)

and instructed their sales forces "to make every effort for its success."

Branch managers of all companies will meet in their respective exchange cities Sept. 4, for preliminary planning and distribution of the work. A second meeting of branch managers and all sales personnel will be held Sept. 10, for general instructions to all sales personnel. Division and district managers will be available for collecting from their circuits.

The dues this year will be held to the reduced level instituted in the dues campaign of three years ago, it was stated. As in the past, dues from exhibitors will be matched, dollar for dollar, by contributions from the distributing companies. Funds collected will be for general COMPO purposes and will be devoted primarily to the ultimate elimination of taxes, the Audience Awards campaign, press relations activity and other industry projects currently under study.

The tax campaign booklet, which will be distributed to each exhibitor with a COMPO dues card, lists dues schedules as follows:

For four-wall theatres: up to 500 seats, \$7.50 yearly; 750 seats, \$11.25; 1,000 seats, \$18.75; 2,500 seats, \$37.50; and over 2,500 seats, \$75.

For drive-in theatres: up to 300-car capacity, \$7.50 yearly; 500 cars, \$11.25; 600 cars, \$18.75; over 600 cars, \$37.50.

CASH IN ON **LABOR DAY** WITH A **FIREWORKS DISPLAY** SELL IT WITH A **SPECIAL TRAILER FROM FILMACK**

CHICAGO, ILL.
1327 S. WABASH

NEW YORK, N.Y.
341 W. 44th St.

Australians Afraid of TV



HERE TO "keep on top of things" and with a feeling (about TV, of course) "if you can't liek 'em you better join 'em"; David Joel, Australian circuit executives, in the office of Albert Deane of Paramount, left.

(Continued from page 1)

Australia," Joel said. "The first test signals were just going on the air in Sidney and Melbourne when I left there. However, we'd like to know what's coming and how we can best live with it when it gets here."

Six stations have been built, he said. There are two commercial and one federal station in each city.

"Three-quarters of our 21 theatres are in midwestern district cities," he said. "We don't really have to fear tv in the immediate future, but we want to be careful. At the moment we're spending thousand of pounds renovating theatres, and we'd like to know if we should curb some of this expenditure on our smaller second-run houses."

Drive-Ins Flourish

Drive-in theatres, he said, are also flourishing in Australia, much to the surprise of the motion picture theatre operators "although we should have known by results here in your country."

Drive-in theatres have been kept out of Sidney and its suburbs because of license litigations, he said,

Warners Streamline

(Continued from page 1)

Minneapolis exchange area would be handled through National Film Service. However, a Warner Bros. sales official, when asked whether this was true yesterday, declined to confirm or deny it.

In High Gear

The program was said to have moved into high gear during the past two weeks and thus far has affected 200 employees on a national level, it was said.

The Warner Bros. executive disclosed that there has been some "streamlining" of operations in the New York exchange. It was said the exhibitor service division of the production-distribution company, which is now operating under new management, may be reduced to a minimum.

but that's been cleared up and eight drive-ins are now being built in the city. The motion picture industry is looking to a big battle for patronage between tv and the drive-ins, and the houses expect to suffer some more, Joel said.

"There's been a gradual falling off in trade for some time," he continued, "for no specific reason that we can pin point. However, a gradual increase in prices at the same time has kept us happy."

Managers Unionized

Australian managers are better off than American in the opinion of Joel. In Australia they are unionized, he said, and they get paid more than their technical employees. There is also underway a move to unionize white collar workers in the industry, he said, which would include publicity executives.

Managers in Australia are also greater showmen, he asserted, citing such examples as the one who tried leading a string of elephants through town to publicize "Elephant Walk." Managers are important and respected people in the community, he said.

Ridgeway Reports

(Continued from page 1)

Foundry, listed an operating revenue of \$70,000 as of last June 30.

The Ridgeway financial report showed a net income or loss before taxes of \$17,000 and provision for taxes totalling \$5,000. The report was signed by Lloyd Frank, secretary.

Studies Other Fields

Louis Chesler, board chairman of Ridgeway Corp., earlier this summer, indicated that Ridgeway, with a cash reserve of \$15,500,000, was studying other fields of activity for investing its monies. He said then that the motion picture industry, the oil and gasoline and the real estate fields were the industries under consideration.

The financial report made public by Ridgeway Corp., made no mention of the study nor of the \$15,500,000 cash reserve.

In the THEATRE EQUIPMENT and Refreshment WORLD . .

...with RAY GALLO

SAUL TANNEY, owner of the Cinema Supply Company, York, recently marked the tenth anniversary of the company, which organized, fresh out of the Army, world-wide distribution of motion picture equipment. Star's first base operations was a basement; today company owns its own building 55th St., plus another in Englewood, N. J. Both are equipped for reconditioning equipment. The New York structure houses a complete machine shop besides a large showroom offices.

Two notable new installations in New York are reported by the Ray Screen Corporation, Brooklyn, N. Y. One at the Radio City Music Hall, and another at the Capitol on Broadway. Each instance the screen is a "special coated white" of all-vinyl construction.

Rubber flooring of extreme resiliency giving it special value in areas where a low level of noise is necessary, has been announced by American Mat Corporation, Toledo. Called "Tweed Rubber Tile," it is available in a variety of patterns, a choice of eleven colors. The announcement also states that it is "probably the most slip-resistant flooring ever made."

Two new types have been added by Hewitt-Robbins, Inc., Stamford, Conn., to its line of rubber carpet lining. One of them is a heavy-duty material suited to commercial applications as in theatres. Introduced to supplement the company's top-quality rubber lining it comes in 1/4-inch gauge, and in widths of 36 and 48 inches.

Hand dryers in two color combinations, besides white, are now available from the American Dry Corporation, Philadelphia. The combinations are two-tone milky white with nickeloid satin striping, and sun-tan copper with Chinese red. Ebony black also can be had, while special colors are available on order. The company also makes a dual-nozzle model.

NFBC Funds Increase

OTTAWA, Aug. 27—Expenditures on behalf of the National Film Board of Canada increased to \$4,067,393 in 1955-56 fiscal year ended March 31, in contrast to \$3,430,589 in 1954-55, the Canadian Government has reported.

TENT TALK

Variety Club News

MEXICO CITY—Variety Club's international chief John Rowley and executive director George Hoover were neon guests at the Reforma Hotel recently in honor of the tenth anniversary of the local tent. Presiding at the luncheon was chief barker Hermo Haza, who reported the tent has a program of ten outstanding events planned for the anniversary. Rowley and Hoover, with a delegation from the tent, placed a wreath on the tomb of Luis Montes, founder of the Mexico City tent.

PITTSBURGH—George Eby, new assistant international chief barker, will be honored at a testimonial luncheon Sept. 8 in the Variety Club, at Penn-Sheraton. The new Roselia Halling and Maternity Hospital, a Variety Club charity, will be dedicated next afternoon, to be followed by a show in Syria Mosque, co-starring March and Dick Shawn.

ATLANTA—J. H. (Tommy) Thompson, president of the Theatre Owners Assn. of Georgia and head of the Atlanta and Thompson Theatres was host to filmrow executives and employees of the Atlanta office of the tent at a luncheon at the Atlanta Variety Club. Attending were Paul Hahn, Dan Coursey, Harry Balance, 20th Century-Fox; Jimmy Hobbs, Artists; Bill Kelly, U-I; Paul Hatt, Columbia; Russell Gaud, M; Ira Stone and Dave Prince, Bob Tarwater and Byron Es, U.A.; and Ed Brauer, Republic.

Mouri-Illinois

(Continued from page 1)

to the problems that face our industry today; it is Disunity." Detailing the interdependencies of all film series, Gloriod continued, "each of us has a very definite stake in the list of anyone else in the industry. Through the understanding and cooperation of the producers to maintain a steady flow of good pictures throughout the year and the proper exploitation of those pictures by exhibitors at the local level can true success be achieved."

Laurentiis

(Continued from page 1)

oreter, DeLaurentiis re-stated statistics revealed to the press last week in New York and, answering questions put by lay and trade newspapers, provided some new ones. He said he expects "War and Peace" to gross Thirty Million Dollars world-wide. The exact number of prints to be required hasn't yet been estimated, but they cost about ten thousand dollars each. The production cost was "two or three hundred thousand dollars less than six million," he said, with his company furnishing four million.

REVIEW:

The Last Wagon

20th Century-Fox—CinemaScope

THAT ADMIRABLE actor Richard Widmark turns up in another highly interesting (and highly salable) cinematic item that has been closely tailored to his personality and high-order talents, and a most happy blend of man and material results, as exhibitors will discover. Producer William B. Hawks, director Delmer Daves and screen writers James Edward Grant, Gwen Bagni Gielgud (who also contributed the story) and Daves (double-dutying) have concocted some attention-holding doings for Widmark, and this handsome Western with psychological overtones and a goodly share of warm human interest is the fortunate result of their teamwork.

On hand in support of the star are six of 20th-Fox's young hopefuls: Felicia Farr, Susan Kohner, Tommy Rettig, Stephanie Griffin, Ray Stricklyn and Nick Adams, some of whom have been seen in previous films at 20th and at other studios. All get a chance at individual characterization, all are fresh and pleasing personalities, and all amply deserve the publicity boost their studio mentors are extending in connection with this film. Especially promising are Miss Farr, who gives Widmark a run for his money in some warm love scenes; Stricklyn, a gentler, less complex James Dean type; and Adams, who gives a sharply-etched study of meanness. Some able character actors including Carl Benton Reid, Douglas Kennedy, and George Mathews help things along.

The story, well set off by CinemaScope and striking De Luxe color, has Widmark, a murderer in 1873 Arizona, falling in with a wagon train of young settlers. When the older folk are killed by marauding Indians, villain Widmark turns hero and gets the young people through to safety despite hell, high water, climate, Indians and all else. Miss Farr works up a romantic interest in him, and the others who start off hating him, also come around to his side, even the mean Adams. The upshot finds Widmark brought to justice for his alleged crime (he killed four brothers who had murdered his family) but all ends happily, if a bit patly and questionably, legal-wise, with the young people pleading for his life and Miss Farr declaring her love for him.

Widmark's splendid performance, the work of the six engaging young people, and the fine writing, direction and production polish bring this in a winner in any exhibitor's league.

Running time, 99 minutes. General classification. For September release.

LAWRENCE J. QUIRK

20th-Fox to Re-Release Selznick's 'Rebecca'

Twentieth Century-Fox will re-release David O. Selznick's "Rebecca" on a national basis with a large promotional campaign, the company announced yesterday. The first booking will be at Washington Sept. 6.

The Academy-Award winner, which was directed by Alfred Hitchcock, stars Sir Laurence Olivier, Joan Fontaine and Judith Anderson.

Preminger Will Audition 'Joans' Here Sept. 4

Producer-director Otto Preminger will audition more than 200 young actresses from the New York area, ranging in age from 16 to 22, in his search for a newcomer to play the title role in his film version of Shaw's "Saint Joan," here on Sept. 4.

The talent tests will be held in the Ambassador Hotel starting at 10 A.M. Following these auditions, Preminger will conduct similar try-outs in 14 other major cities in the United States and Canada. He then leaves for Europe to conduct the overseas phase of the talent quest. UA will release "Saint Joan."

Binford Dies

(Continued from page 1)

head of Columbian Life Insurance Co., and retired in 1934.

He was named chairman of the Memphis Board of Censors Jan. 9, 1928 and agreed to accept the job for 60 days "as a favor to the mayor."

Many times, he tried to resign, but his resignations were not accepted, until he had held the job 28 years and had become celebrated as the nation's "toughest censor." And pictures he censored were sometimes said to have been "Binforized."

Binford went through a period of several years in the 30's without censoring any movies, after having been in a widely known hassle for censoring the "King of Kings," claiming it did not follow the Bible accurately and was anti-Semitic.

Poe Says IFE Will Remain Foreign Outlet

The IFE Releasing Corp. "is in business to sell motion pictures" despite recent "economic" moves within the organization, Seymour Poe, executive vice-president, declared here yesterday, reaffirming his company's intention to remain an outlet for foreign films domestically.

75th Birthday Publicity Is Surprise to DeMille

Producer Cecil B. DeMille was reported to be greatly surprised at the amount of newspaper attention given him recently on his 75th birthday.

Responsible for the publicity were Jerry Pickman, Paramount advertising-publicity vice-president; Maxwell Hamilton, World Wide co-ordinator; Art Arthur, executive assistant to DeMille; and Samuel J. Friedman on Hamilton's staff in charge of amusement publicity.

Their combined efforts resulted in many stories and editorial tributes in such papers as the "New York Times," "New York Journal American," "Boston Herald," "Baltimore American," "San Francisco News," "Cleveland Plain Dealer," and others.

Charlotte Law Allows Sunday Film Showing

Special to THE DAILY

CHARLOTTE, N. C., Aug. 27 — Restrictions prohibiting the showing of motion pictures between 6 and 9 P.M. on Sundays have been lifted here. The city council in a surprise action amended the Sunday ordinance to permit continuous showing of films from 1:30 P.M.

The action amends the law passed in 1941 which permitted showing of motion pictures on Sunday.

'Cadillac' Passes 'Duchin'

From THE DAILY Bureau

LOS ANGELES, Aug. 27 — "The Solid Gold Cadillac" has overtaken the record of "The Eddy Duchin Story" at the Beverly Hills Theatre here with a five-day total of \$17,000. The Judy Holliday comedy built steadily upward from opening day.

E. H. Wolk Dies

CHICAGO, Aug. 27, Edward H. Wolk, a pioneer exhibitor in the film industry, died here Thursday at the age of 63.



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LOS ANGELES!

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UNITED AIR LINES

IT HAPPENS IN

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MECCA FOR MURDERERS — AND GIRLS LIKE HER!



PORT AFRIQUE

starring

PIER ANGELI • PHIL CAREY

DENNIS PRICE

with EUGENE DECKERS • JAMES HAYTER

Screenplay by FRANK PARTOS and JOHN CRESSWELL • Produced by JOHN R. SLOAN • Directed by RUDOLPH MATÉ

TECHNICOLOR®

Pier Angeli will send the blood racing through your box-office as the "woman from nowhere!"

For the first time, she sings, dances, bringing a new excitement to the screen!

LIFE Magazine just put her on the cover and told her story to millions! EVERYbody's talking about her...and about this pulse-pounding adventure actually filmed in Morocco's fabled "Forbidden City!"



from *Columbia*

All
the News
That
Is News
QP

MOTION PICTURE DAILY

Concise
and
to the
Point
QP

80, NO. 42

New York, U. S. A., WEDNESDAY, AUGUST 29, 1956

TEN CENTS

Executive Plans Trip and Iron Curtain in Fall

By LESTER DINOFF

In Curtain countries which have passed an interest in acquiring American motion pictures "could only accept about 25 to 28 features for exhibition at present," in the opinion of Arnold M. Picker, vice-president in charge of foreign distribution for United Artists.



Arnold Picker

European executives and travelers in the Red countries. He himself is (Continued on page 5)

Schussel to Launch -PA Properties

In this new position as general sales manager of Artists-Producers Association, Inc., Seymour Schussel will immediately supervise the release of (Continued on page 5)

Long Premiere Fete 'Ambassador' Here

Marking the start of a day-long celebration for "The Ambassador's Daughter" at the Paramount theatre here, six female emissaries from the United Artists production will sweep through Times Square this morning aboard motor scooters to celebrate the opening. The climax will be this evening when co-star Robert Forsythe and members of the United Nations participate in the ceremonies.

Rank's Profits Off Slightly

By PETER BURNUP

LONDON, Aug. 28. — Preliminary figures released today by the Rank Organization, Ltd., parent company of the J. Arthur Rank film and theatre enterprises here, show an operating profit for the fiscal year ended June 23 last of £8,000,212 (\$22,400,593). The result compares with trading profit in the preceding year of £8,727,035 (\$24,345,698). Full accounts of the company are scheduled to be made public Sept. 12.

Previously known as Odeon Theatres, Ltd., the recently renamed Rank Organization, Ltd., declared a dividend of 12½ per cent on its ordinary stock. Last year a dividend of 25 per (Continued on page 4)

No Action in View On Rep. Stock Option

With no action in prospect this week on the Cantor-Fitzgerald & Co. option to purchase the H. J. Yates' controlling stock holdings in Republic Pictures, financial quarters yesterday were more certain than ever that the 90-day option, once extended, will be permitted to lapse with its expiration date next Tuesday.

The Cantor-Fitzgerald option is at a purchase price of \$12.50 per share. Republic common stock currently is (Continued on page 4)

Missouri-Illinois TOA Again Elects L. J. Williams and His Other Officers

Special to THE DAILY

ST. LOUIS, Aug. 28—Harmony continued today for the Missouri Illinois Theatre Owners Association as the entire corps of officers was reelected for another year. Assisting President L. J. Williams, Union, Missouri as newly named directors are Howard Spiess and Colonel Jim Damos, St. Louis; Robert Strauss, Benton, Ill.; Richard Logan, Charleston, Mo., and Bernice Montgomery, Chaffee, Mo. Myra Stroud, managing secretary, an appointed officer, will continue in the same position for the new term.

The meeting resolved to officially thank COMPO for its services in the reduction of the Federal Theatre Admissions Tax and asked each member present to show appreciation to

Pittsburgh Editor Asks New Pa. Censor Board

Special to THE DAILY

PITTSBURGH, Aug. 28 — An editorial in the "Pittsburgh Sun-Telegraph" yesterday urged the Pennsylvania Legislature "to consider the advisability of re-establishing the official censorship board on a basis that will permit it to operate within the limitations set down by the Supreme Court." Pennsylvania's Board of Censors will officially close its doors Friday.

The editorial, written by Max Henrici of the "Sun-Telegraph" staff, praised the Legion of Decency, and said that there is no reason for undue alarm since most film companies have their own censor boards in addition to such groups as the Legion.

It added: "So long as we have vigilant watchers of the films, influential and quick to protest against undesirable pictures, there seems to be no great cause for alarm."

MPEA To Continue Philippine Discussions

The Philippines import license and remittance problems confronting the board of directors of the Motion Picture Export Association will be further discussed at a meeting next week with MPEA president Eric Johnston, who is due to arrive here from the West Coast on Saturday.

The MPEA directors, following lengthy discussions on the problems (Continued on page 5)

'Biggest Lineup'

Fox To Make 10 in Britain Within Year

Goldstein Cites Aim For 'International' Pictures

By WILLIAM PAY

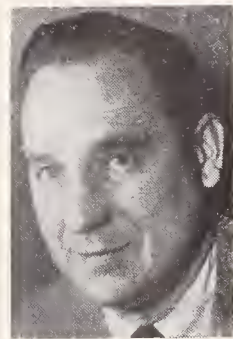
LONDON, Aug. 28 — Twentieth Century-Fox will produce 10 pictures in Britain in the forthcoming year, which will be its "biggest lineup ever" there, according to Robert Goldstein, the company's head of production in Europe.

Fox is aiming to produce "international" (Continued on page 5)

Velde to Head UA Meeting in Canada

Special to THE DAILY

TORONTO, Aug. 28 — James R. Velde, United Artists general sales manager, will head a two-day convention of the company's Canadian district, opening in Toronto tomorrow according to William J. Heineman, UA vice-president in charge of distribution. The meeting, first of a series of district conferences that Velde will conduct in the coming month, will set UA's re- (Continued on page 5)



James Velde

Toronto Paper Runs Ad Urging Film Patronage

TORONTO, Aug. 28—The "Toronto Telegram" devoted almost an entire page of a recent issue to an advertisement urging the public to attend motion pictures for relaxation. The newspaper, as a good will gesture to the industry and a salute to the visitors to the Canadian National Ex- (Continued on page 4)

PERSONAL MENTION

GEORGE SEATON returned to New York yesterday from England aboard the S.S. Queen Elizabeth. He will leave for the Coast on Friday.

ROY DISNEY, president of Walt Disney Productions, has returned to Hollywood from New York.

TERRY TURNER of RKO Teleradio Pictures, Inc., returned to New York from Hollywood yesterday.

NICK M. JUSTIN, managing director of the Rivoli theatre, New York, is in Hollywood on vacation. He is expected back here next week.

MOYNA MACGILL, British actress, arrived here from London via BOAC.

J. PALMER, production executive, and **W. ANDREW**, chief cameraman for 20th Century-Fox, arrived in New York Monday from London via BOAC.

BO ROOS, Hollywood talent agent, will arrive in New York today from London via BOAC.

SID BLUMENSTOCK, Paramount advertising manager, was due to return to his desk today following confinement in Long Beach Hospital for a back injury.

HERB STEINBERG, Paramount national exploitation manager, has returned to New York from Hollywood.

GEORGE D. BURROWS, executive vice-president and treasurer of Allied Artists, returned here from London via BOAC.

JOSEPH H. MOSKOWITZ, 20th Century-Fox vice-president and eastern studio representative, is in Los Angeles from New York for meetings with **SPYROS P. SKOURAS** and **DONALD A. HENDERSON**, who had arrived there from New York earlier.

Pesce Acting Censor

Special to THE DAILY

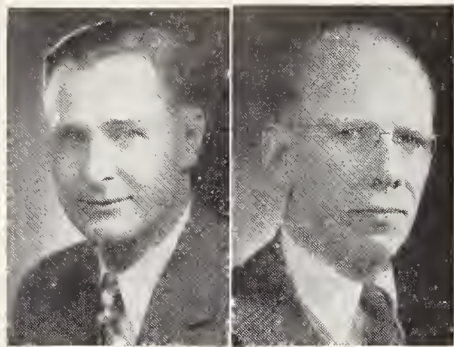
ALBANY, N. Y., Aug. 28—The retirement on Sept. 1 of **Helen L. Kellogg**, acting director of the State Education Department's Motion Picture Division, for the past year, and an employee for 35 years of it and of the former Motion Picture Commission, will bring the upgrading of **Louis Pesce** from assistant director to acting chief. Pesce was a reviewer.

Wynd, Eilers Appointed Kodak Vice-Presidents

Special to THE DAILY

ROCHESTER, N. Y., Aug. 28 — **Clarence L. A. Wynd** and **Louis K. Eilers** were elected vice-presidents of Eastman Kodak Company by the company's board of directors today.

Wynd is assistant general manager of the company's Kodak Park Works. Eilers, who is presently a Kodak Park assistant general manager has also been named an assistant general manager of the Kodak company. Eilers



Louis Eilers

Clarence Wynd

will transfer to Kodak Office, administrative headquarters of the company.

Wynd joined Kodak in 1927 as a chemical engineer in the roll coating department at Kodak Park. In 1944 he became assistant general superintendent of the Kodak Park film manufacturing divisions. He was named assistant to the Kodak Park general manager in 1947 and assistant general manager of Kodak Park in 1953. He is a director of the Eastman Gelatine Corporation, Kodak subsidiary.

Eilers joined Kodak in 1934 as a chemist at Kodak Park where he was in charge of the semi-plant research unit for cellulose esters manufacturing. He was named superintendent of the roll coating department in 1946 and was appointed assistant manager of film manufacturing in 1952. The following year he became administrative assistant to the Kodak Park general manager, becoming an assistant general manager in 1954.

Plaque Given Cinerama By Boston C of C Head

Special to THE DAILY

BOSTON, Aug. 28 — **Sam Rosen**, vice-president of Stanley Warner Cinerama Corp., was presented a plaque for Cinerama's "great contribution to business in Boston" by **Ernest Henderson**, president of the Greater Boston Chamber of Commerce, and also head of the Sheraton Hotels chain, as a part of the festivities for the local premiere of the third Cinerama production, "Seven Wonders of the World" at the Boston Theatre here last night.

Other activities for the premiere, which attracted a crowd of thousands, included a "bagpipe serenade."

List Stars to Appear On 'Wide World' Show

From THE DAILY Bureau

HOLLYWOOD, Aug. 28 — The names of the Hollywood personalities who will participate in the television salute to the film capital on the "Wide World" show Sept. 30 have been announced by NBC.

Director **George Sidney** will be seen rehearsing **Kim Novak** for a new film; **Roy Rogers** and his wife, **Dale Evans**, will be visited at their ranch and will show how westerns are made; **Joseph Cotten** will be seen filming a new television series on a side street here; director **Mervyn LeRoy** will be host to a number of stars at his home; **Mary Pickford** and **Leon Ames** will tell about the work of the Motion Picture Relief Fund, and there will be a behind-the-scenes visit with **Ernest Borgnine**, **Sheree North** and **Dan Dailey** rehearsing a scene.

Dore Schary will serve as spokesman for the industry and **Dave Garroway** will provide the commentary.

Italian Gov't. Official Cites 'War and Peace'

An exchange of letters between the Italian Government and **Barney Balaban**, president of Paramount Pictures, has revealed unanimity of opinion as to the "healthy effect" which the Paramount-Ponti-DeLaurentiis film production, "War and Peace" will have not only on the Italian film industry, but also on "the spreading of a free culture within the framework of peaceful relations among peoples."

After seeing "War and Peace," which was filmed in Italy, His Excellency **Giuseppe Brusasca**, Italian Undersecretary of State for Entertainment, wrote in part: "The outstanding features of this picture make it one of the proudest achievements of the Italian motion picture industry."

'Silent World' Frogmen To Film Andrea Doria

A Paris dispatch in yesterday's "New York Times" reported that "an attempt to explore and photograph the Italian Liner **Andrea Doria** on the bottom off Nantucket Light is planned by the French underwater experts who helped produce the motion picture, "The Silent World."

Columbia Pictures has obtained United States rights to the Cannes Festival grand prize winner and is preparing it for early general release. According to the "Times," **Louis Malle** and **Frederic Dumas**, two of the "stars" of "The Silent World," leave France Sept. 3 to make arrangements for the dives to the hull.

... of Drive-in

Observing Drive-In Week

This week is "Drive-In Week," the Meadows Drive-in, Hartford, Conn., and **Chet Philbrook** has scheduled special off-screen activity every night. It includes distribution of free cigars, key chains, a clown entertaining one evening in the playground, and the staging of a pie-eating contest with prizes to young winners. He also arranged special newspaper stories announcing the activities.

Plans New Twin Drive-In

Mrs. Adeline Gawthrop, owner of the Linda Drive-In at Palatka, Fla., is now building a twin drive-in to be called the Lindatu, adjacent to the Putnam Fairgrounds. The screen for the new drive-in will be 80 by 35 feet. It will open in the early Fall.

To Choose Birthday Queen

For a celebration of the first birthday of the Bowline Drive-In at Latur, Ala., to take place next month, an anniversary queen will be selected this Thursday. Ten local merchants will supply the winner with gifts, jewelry, dresses, shoes, etc. She will also win a telephone call to her favorite film star.

New One in Key West

Guy Hevia is building a new 10 car drive-in in Key West, Fla. plans to open it in January of next year.

Boston 'Jimmy Fund' Night

"Jimmy Fund Night" was celebrated at seven drive-ins in the Boston area last night when the price of admission was a Jimmy Fund container. **Ted Williams**, chairman of the 1956 Jimmy Fund Drive, made an appearance at the theatres. Thousands of youngsters attended event, held at the following drive-ins: Neponset, VFW Parkway, National Meadow-Glen, Revere, Dedham and Braintree.

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MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllivood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear Leicester Square, W.C. 2; Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone Circle 7-3371. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign; single copies, 15¢.

**THERE'S
A
FORTUNE
IN
IT
FOR
YOU...**



*Where does a woman's
sympathy end — and
her indiscretion begin?*



**BETTING \$500,000
ON THE FAVORITE!**

Every day from every M-G-M Exchange come additional bookings for M-G-M's exciting picturization of "TEA AND SYMPATHY," starring Deborah Kerr and John Kerr in their original stage roles. The play that packed theatres from Coast-to-Coast and enjoyed a phenomenal run of 91 weeks on Broadway is being hailed by Preview audiences East and West as even better on the screen.

M-G-M's big \$500,000 nationwide promotion covers the national magazines, with special attention to women's publications. Also a five-fold advance newspaper campaign in 90 cities: big Sunday amusement page ads two weeks ahead of and the Sunday prior to opening; mid-week ads in preferred spots on news pages; an advance ad on TV pages and a big co-operative campaign geared to playdates. The saturation TV and Radio campaign spans the nation from 50 top markets, starting 2 weeks ahead of opening, using popular personalities of News, Commentary and Women's programs who will see the picture and write their personal enthusiastic copy. A BIG CAMPAIGN BEHIND A BIG ATTRACTION, SYNCHRONIZED WITH SIMULTANEOUS NATIONWIDE PLAYDATES.

M-G-M presents in CinemaScope and METROCOLOR
'TEA AND SYMPATHY' starring DEBORAH
KERR • JOHN KERR • with Leif Erickson
Edward Andrews • Screen Play by Robert Anderson
Based on the Play by Robert Anderson • Directed by
Vincente Minnelli • Produced by Pandro S. Berman

(Available in Perspecta Stereophonic or 1-Channel Sound)

Rank Profits

(Continued from page 1)

cent was paid, but there has been an increase in the capital shares of the parent company since.

General reserve was reduced in June, 1955, by £500,000, which was applied toward the full payment of 3,787,966 ordinary shares. As of June, 1956, £500,000 was transferred from the profit and loss account, thereby restoring the general reserve to £2,000,000.

Among the Rank Organization's subsidiaries, Gaumont British Pictures Corp. showed a trading profit of £3,988,791, against £4,361,861 for the preceding year; British & Dominions, £550,942, against £439,792; Cinema Television, £1,006,840, against £995,321; Odeon Properties, £960,956, against £1,110,192, and Provincial Cinematograph Theatres, £782,433 against £971,302.

The subsidiaries generally are maintaining their dividend rates on ordinary shares, namely, G-B, 15 per cent; British & Dominions, 6½ per cent; Cinema Television, 45 per cent, but Provincial Cinematograph Theatres reduced its dividend from 55 per cent to 11 per cent.

Calls Film Stocks

'Fine Investment' Now

The motion picture industry is becoming "more and more attractive" to outside investors, and Sam Pinanski's suggestion for an industry financial conference "would enhance the prestige of the film industry further," according to Henry R. Heims, manager for the investment house of Bruns, Nordeman & Co.

Heims said in an interview yesterday it is his belief that film stocks are "presently fine investments, especially those of Loew's Inc., and 20th Century-Fox."

"Good Buys Now"

The investment broker said Loew's Inc. stocks are "good buys now because of that company's entry into the television field and its forthcoming spin-off between the production-distribution organization and the theatre group. Twentieth Century-Fox is also an excellent prospect for investors now because of its oil interests, theatres abroad and the film library, a major portion of which has not been sold to television." The latter film company has sold only 52 of its old films to tv.

Set Deal for 'Cunning'

Columbia Pictures will finance and distribute the screen version of Richard Jessup's novel, "The Cunning and the Haunted," first film to be made by Philip A. Waxman Pictures, Inc., new independent company, it has been announced by Columbia. Alfred Werker will direct from a screenplay by Jessup and it will be filmed entirely on location in the South.

One Man's TV Views

By Pinky Herman

ED SULLIVAN will resume his tv chores with the CBS Sept. 16 program. . . . Fran (Kukla, Fran & Ollic) Allison who started her singing career with Red Foley in Chicago, will guestrill on Red's "Ozark Jubilee" ABCountry music festival Saturday, Sept. 8. . . . The first 90-minute all color program of the new season, CBSponsored by Ford Motors has been changed from "The Cole Porter Festival" to "You're the Top." No matter what you call it, it can't help but be TOPS IN POP MUSIC. . . . Council members of the Songwriters Protective Association honored George W. Meyer with a surprise party last night in recognition of a half century of effort on behalf of American songwriters. George, Edgar Leslie and Billy Rose are the founders of SPA and George has been an active member of that body since its inception more than 20 years ago. Writer of scores of song hits including, "For Me and My Gal," "There Are Such Things," "Row, Row Rosie," "Annabelle Lee," "When You're a Long Long Way from Home," "Brown Eyes, Why Are You Blue?" "Ten, Ten Tennessee," George will move with his family to Hollywood.



NBCommencing Wednesnite, October 3, Steve Allen will guide "Tonight" every Wed., Thurs., Fri. and of course will also continue the "friendly feud" with Ed CBSullivan Sundays. Ernie Kovacs will take charge of "Tonight" Mondays and Tuesdays of each week starting October 1. . . . Lee Randon, radio-tv manager for Henri, Hurst & McDonald Agency, in town from Chicago. . . . DuMont's mobile electronicam system, especially designed for use in Hollywood, will be demonstrated to movie moguls and ye fourth estators tomorrow morning at Movietone Studios. Host, Ben C. Bowker, Public Relations Manager for DuMont sez ". . . and we know this system will help reduce motion picture production costs." . . . The tumult and the shouting dies, the captains and the kings depart aptly describes the finale of the Democratic and Republican National conclaves but John Daly's great quarterbacking for the ABConventions telecasting team, was superb. . . . Bill Bendix, as star of "The Life of Riley," sponsored TVia NBC by Gulf Oil thru Young & Rubicam, starts his fifth year Friday, Sept. 14. . . . International Shoe Co.'s Weather-Bird Shoes will hop aboard the "Mickey Mouse ABClub" bandwagon next year.



Ed Wolf's "Break The \$250,000 Bank" moves over to NBC-TV for Lanolin Plus in October. This top-ranking program has long been a top-drawer giveaway show and with the addition of the cool quarter million



Ed Wolf

clams prize, it continues as the "biggest money paying show in tv." . . . CBSolons are not aware that the Mon-thru-Fri. (10:15-10:30 P.M.) series "In Town Tonight," seen locally in Chicago over WBBM-TV is of network calibre. Program stars Jim Conway who turns in a consistently fine job as emcee, and Caesar Petrillo's ork. And signor Petrillo proves himself quite a comedian. . . . Robert Montgomery has lined up three solid shows next month. James Cagney will star in "Soldier from the Wars Returning," Monday, Sept. 10, Constance Bennett will head the cast of "Onions in Your Stew" the following week, a story based on a novel by Betty (The Egg and I) MacDonald, while the Sept. 24th program will star Claudette Colbert in an original by Bob Shaw, "After All These Years." A documentary on the sensational Hindenburg (dirigible) disaster will be Montgomery's presentation, Monday Oct. 1. . . . Academy of TV Arts & Sciences will be host to 500 tv luminaries and newspapermen on its first annual "Night to Remember" cruise, Thurs., Sept. 13. Henry (Screen Gems) White and Faye Emerson will co-chairman the event. . . . Norman S. Ginsburg has been upped to mgr. of adv. and promotion for NBC's California National Productions, Inc. and Fred Jacobi, mgr. of publicity. . . . Producer Peter Packer has signed Albert Rogell to direct the 20th Century-Fox telefilm "Men Against Speed" which will roll at the TCF TV studios next month. Joe Parker, producer-director at the studios, licking virus pneumonia at the Queen of Angels Hospital.

Toronto A

(Continued from page 1)

hibition, ran the ad, which is a production of an advertisement produced some time back by Dona & Coe, Inc. of New York, and co-sponsored a nightly program film "masterpieces" at the Faïrextre.

The ad says in part: "The mo get you out of yourself, out of y house, away from all the many, little, the pressing things that a The Big Squeeze. You sit in the d In the wide dark. In the wide, dark. You look—and you relax. Yo in a different world."

Republic Stock

(Continued from page 1)

quoted on the New York Stock change at around \$6.75.

Yates, who arrived here from Coast yesterday accompanied by V liam Saal, has said that if the op expires without having been e cised, the stock will not be off to any one else.

Yates will preside at a regular m ing of the Republic board of di tors here tomorrow and will co with Reginald Armour, Republic tribution executive, who is here f London, before returning to the Co

TOA Re-elects

(Continued from page 1)

ber to recruit one new member the Association during the year.

Due to illness contracted in cago, Tab Hunter was unable to pear before the convention as s cled. His appearances at the Theatre are being filled today Natalie Wood, John Payne, and bara Rush.

Theatres Have Interest In 42 TV Stations

From THE DAILY Bureau

WASHINGTON, Aug. 28 — ates have controlling or minority terests in 42 television stations addition to the five stations ow by American Broadcasting-Param Theatres.

This data, part of a breakdown tv station ownership compiled by FCC last July for the House S Business Committee study of netv relations with the commission, made public today by the commi

The tabulation showed that to newspapers, which own 139 tions, theatres operate more tv lets than any other group. Netv own 16 stations, electronics ma facturers (other than RCA or C own 15, magazine publishers nine educational institutions 23, of w only four are commercial.

Albert Landau, 28

Special to THE DAILY

PARIS, Aug. 28—Albert Land 28, of the United Artists sales con department here, died today.

National Pre-Selling

BUS STOP is reviewed in the Aug. 27 issue of "Life." A page-length photo of Marilyn Monroe standing behind a beaded curtain appears on the first page of the review. She is dressed in the costume of a dancer and bar girl of a honky-tonk where some of the action takes place.

"Life" reports "Marilyn spent a lot of time seriously studying acting, reading good books, talking about playing in 'The Brothers Karamazov' and trying to know her Pulitzer prize-winning playwright husband. All this intellectual activity has done her absolutely no harm whatsoever."

She dances in daring costumes, twirls in and out of tight dresses, sings huskily and uses a baby voice to set off an unbabylike figure. May she isn't ready for 'The Brothers Karamazov.' It doesn't seem very important."

Two striking page ads appear in the September issue of "Seventeen," one for "War and Peace" and one for "The Burning Hills," spotlighting Tab Hunter and Natalie Wood.

A pictorial profile of Rita Moreno, one of it in color, appears in the Sept. 4 issue of "Look." She plays the boss Tuptim in "The King and I." "Look" reports that Rita was born in Puerto Rico and has been an actress since the time she was five years old.

Marshall Scott says in the September issue of "Cosmopolitan" that in the film by Dick John Huston has "made a great film of Herman Melville's novel about the monomaniacal hunt of the white whale by the legless whale captain Ahab."

"McCall's" visits with Henry Fonda, star of "War and Peace" in the September issue.

Fonda tells how he agreed to play the benefit performances of "The Country Girl" at the Community House in Omaha, Neb., before he was told that his 18-year-old daughter would be the ingenue in the play. "War and Peace" is mentioned prominently and photos of Fonda with his daughter help make the article entertaining and interesting.

John Waterbury has written a profile of Yul Brynner that will appear in the Sept. 2 issue of "American Weekly." It is illustrated by production photos from "The King and I," "The Ten Commandments" and "East of Eden."

"Stagecoach to Fury" will receive an important publicity break in the September issue of "International Photographer" magazine, September issue, through a cover two-page picture layout.

WALTER HAAS

REVIEW:

Back From Eternity

RKO

THE NAMES of Robert Ryan, Anita Ekberg and Rod Steiger, its top players, and of John Farrow, its long-distinguished producer-director comprise built-in billing strength for this melodrama that measures up just about snugly to the promise this billing implies. It is not, of course, in any sense a sequel or a follow-up to "From Here to Eternity," as its title might suggest, being an entirely non-military story, a circumstance of importance in choosing advertising and publicity copy. It is, on the contrary, a straight-line story about a mixed group of persons aboard a passenger plane that comes down, during a storm, in a clearing in the South American jungle inhabited by uncivilized tribesmen skilled in head-shrinking. As in other stories about mixed groups thrown together in sustained danger of death, the characters of the individuals change under pressure, for better or worse, with the difference that in this instance the ending is a bit more realistically grim than in most.

Ryan, providing another of his firm portrayals, is the chief pilot of the plane forced down in the jungle. Miss Ekberg is a woman of dubious past who undergoes character improvement, and Steiger plays a murderer better able to meet the trials of impending disaster than his legal captor, Fred Clark, who loses his head in both meanings of the term. Phyllis Kirk, Beulah Bondi, Keith Andes and Gene Barry are other principals.

The screenplay is by Jonathan Latimer, from a story by Richard Carroll. Running time 98 minutes. General classification. For September release.

WILLIAM R. WEAVER

Fox To Make Schussel

(Continued from page 1)

national pictures for the international market" and "it is just as easy to make pictures in England for the world market as in Hollywood," Goldstein said. The ideal arrangement in making such films, he explained, is to cast each with a "top British and a top American star." This, he added, depends on the individual project.

All the pictures will be in Cinema-Scope, Goldstein said, and produced under the British quota. He is also currently discussing deals with several independent British producers to make films for Fox release. The company has no set policy for financing such pictures, he said. Fox has a big story department here.

The ten films announced today are in addition to two Fox productions now nearing completion at Elstree Studios and two scheduled for the immediate future there and one in Greece. To be made in England are Darryl Zanuck's "Island in the Sun" and Buddy Adler's "Heaven Knows, Mr. Allison" and in Greece, the Sam Engel production, "Boy on a Dolphin."

Record for 'Society'

Special to THE DAILY

PHILADELPHIA, Aug. 28—"High Society" established a new all-time record for the 900-seat Arcadia here with a first week gross of close to \$31,000. "I'll Cry Tomorrow" was the former record holder, followed closely by "Best Years of Our Lives," "Rear Window" and "Mogambo."

HOLLYWOOD, AUG. 28

Reds Can Use

(Continued from page 1)

contemplating a trip to Europe "some-time this Fall" to visit Czechoslovakia, Poland and possibly Russia, to "see what type of theatres compose their exhibition industry, the quality of their theatres and theatre equipment and other phases of Iron Curtain film operations," he said yesterday.

The UA vice-president said that at present he does not know whether his trip to those territories would be in conjunction with the one planned by Eric Johnston, president of the Motion Picture Export Association, or with any other U.S. industry executive.

Under a recent resolution adopted by the board of directors of the MPEA in which the association extended for one year a ruling authorizing itself to handle Iron Curtain picture dealings, United Artists, which agreed to the new policy, will handle its own film sales in Czechoslovakia and Poland with distribution to be "in coordination" with the MPEA.

Commenting on possible hazards in selling American product to the Reds, Picker said he believes "our films will not tampered with in any way if and when they are put in exhibition." He said his belief is based "on the public's ability to be able to distinguish between right and wrong."

Velde to Head

(Continued from page 1)

gional sales plans and goals for the fall and winter.

Canadian executives participating in the planning sessions will be headed by Charles S. Chaplin, manager of the district. Branch managers attending the meetings include George Heiber of Toronto, Sam Kunitzky of Montreal, Robert Radis of Calgary, I. J. Davis of St. John, Harry Woolfe of Vancouver and Abe Feinstein of Winnipeg. Velde leaves for Toronto tonight.

FLY B.O.A.C.



The Monarch

ARISTOCRAT OF THE AIR



Direct

New York • London

BRITISH OVERSEAS AIRWAYS CORPORATION

Reservations through your travel agent or call B.O.A.C. at 342 Madison Ave., New York 17, N. Y., tel. MU 7-8900

MPEA To Continue

(Continued from page 1)

in the Philippines, decided to bring the matter to Johnston's attention and to let him decide how it should be settled.

It was indicated yesterday that there was a possibility of the MPEA sending one of its Far Eastern officials to the Philippines in an attempt to resolve the difficulties there.

3 SMASH HITS IN A ROW *from* 20th

The Long Run King!

8th and 9th weeks hitting
1st week grosses!

DARRYL F. ZANUCK presents

RODGERS & HAMMERSTEIN'S

The King and I



**CINEMASCOPE
55**

COLOR by DE LUXE

starring YUL
DEBORAH KERR · BRYNNER

with RITA MORENO

Produced by CHARLES BRACKETT

Directed by WALTER LANG

Screenplay by ERNEST LEHMAN

Music by RICHARD RODGERS

and Book and Lyrics by
OSCAR HAMMERSTEIN II

The New Champ!

Matching 'The King'
in every situation!

MARILYN MONROE



in **BUS STOP**

and introducing
DON MURRAY

Produced by

BUDDY ADLER

Directed by

JOSHUA LOGAN

Screenplay by

GEORGE AXELROD

COLOR by DE LUXE

CINEMASCOPE

For Columbus Day!

There's nothing better
than **The Best**

The Best Things In Life Are Free



COLOR by DE LUXE

CINEMASCOPE

GORDON starring DAN

MacRAE · DAILEY

ERNEST

SHEREE

BORGNINE · NORTH

with TOMMY NOONAN

Produced by
HENRY EPHRON · MICHAEL CURTIZ

Screenplay by
WILLIAM BOWERS and PHOEBE EPHRON



...and
20th
supports
THE BEST with
THE BIGGEST
promotion
campaign
of the
year!



MOTION PICTURE DAILY

80, NO. 43

NEW YORK, U. S. A., THURSDAY, AUGUST 30, 1956

TEN CENTS

ton Says:

Study Plans for Academy Co-Op Deals

Unit Would Exchange with Europeans

By LESTER DINOFF

liminary discussions concerning exchange of motion picture in-
tion and talent between the
my of Motion Picture Arts and
res and European film represen-
ts have been held in Europe, it
reported yesterday by George
n, Academy president, who has
ed here following a 10-week
mental trip. Seaton said he went
d primarily to attend European
ngs of his "The Proud and Pro-

e partner in the production com-
(Continued on page 6)

O's 'O'Shea' Drive Commences Tomorrow

e "Dan O'Shea Drive," RKO's
sales drive in honor of the
any's president, Daniel T.
a, will be launched tomorrow
run through Dec. 20. Cash
will be awarded to exchanges
the top sales records at the con-
der the supervision of Walter
on, vice-president in charge of
(Continued on page 6)

Technicolor Stock in 500-Share Turnover

tivity in Technicolor stock on
American Exchange here yester-
ad financial and industry circles
lating on the possible reasons
The issue opened on a 69,500
trade, with the price changing
fractionally.
chnicolor stock has had only
(Continued on page 6)

In Connecticut Territory

Pickus Foresees 'Excellent' Business Carrying Into Fall

The "excellent business" enjoyed in Connecticut theatres during the Summer
"should carry over to mid-Fall at least, due to the top quality product which
will be available," in the opinion of Albert M. Pickus, owner-operator of the
Stratford Theatre, Stratford, Conn.

Fabian Sets TOA Keynote

Simon H. Fabian, president of
Stanley Warner Corp. and treasurer
of Theatre Owners of America, will
deliver the key-
note address at
the 1956 TOA
I n t e r n a -
tional Conven-
tion and Trade
Show to be held
at the New
York City Coli-
seum, Sept. 20-
25, it was an-
nounced yester-
day by Myron
N. Blank, TOA
president.



Simon Fabian

Fabian will
deliver his address at the opening
business meeting on Sept. 20, Blank
said.

The TOA president, in announcing
(Continued on page 2)

Pickus, who is prominent in ex-
hibition affairs in that territory and
who is also a vice-president of the
Theatre Owners of America, said here
yesterday that "business in my area
(Continued on page 6)

Kemp Will Receive His Quigley Award Aug. 31

The Quigley Grand Award for
showmanship in large situations, won
this year by George Kemp, manager
manager of the Stanley Warner Mon-
tauk theatre in Passaic, N. J., will be
presented to him tomorrow morning
in ceremonies in the circuit office in
Newark.

The presentation will be made by
Harry Goldberg, vice-president in
charge of advertising and publicity for
the circuit and himself a Quigley
Grand Award winner baek in 1935.
Walter Brooks, director of the Man-
agers' Round Table of "Motion Pic-
ture Herald" will represent Quigley
Publications.

Kemp will receive the Award at a
meeting called by Stanley Warner.

Effective Saturday

Theatres Set Price Policy On New USTax

Few Changes in N.Y.; Local Taxes a Factor

Independent theatre owners and cir-
cuit groups in this area plan few
changes in admission prices when the
new Federal tax provisions become
effective Saturday exempting tickets
of 90 cents and under.

Theatre operators generally ex-
pressed a desire to sit back and "take
a breather" to bolster their financial
situations. Even though there will be
few price adjustments, they said, the
public will benefit from the tax sav-
ings which will be used for more
extensive remodeling and renovating
of neighborhood and second-run
theatres.

The tax relief savings will amount
to \$51,800,000 annually, according to
(Continued on page 6)

New Far East Tour To Be Made By Maas

Far Eastern film conditions and
problems confronting American pro-
ducer-distributors will be studied by

Irving A. Maas,
vice - president
of the Motion
Picture Export
A s s o c i a -
tion, when he
makes a trip to
that territory
sometime next
month.

Maas said the
trip will be his
second such
journey to the
Far East this
year, and he

expects to be gone "about six weeks,"
(Continued on page 6)



Irving Maas

Columbus, Ohio, Is an Exception, But

Cleveland, Salt Lake City Papers Also Found Favoring TV in Space

By GUS DALLAS

Reports from MOTION PICTURE DAILY correspondents in other widely sepa-
rated cities based on examinations of local newspaper columns reveal a fur-
ther tendency to accord tv-radio a greater amount of space than films and local
theatres. The same tendency with but
few exceptions was discerned in
studies of newspapers around the
country reported earlier in MOTION
PICTURE DAILY, and by a seven-city

Western study made by National
Theatres.

In Cleveland, Ohio, the three
(Continued on page 2)

WATCH

Redbook

THE MAGAZINE FOR YOUNG ADULTS

• More than
6,600,000
Primary Readers

September Redbook—
M-G-M's
"LUST FOR LIFE"
PICTURE OF THE MONTH

October Redbook—
Full page ad
M-G-M's
"TEA AND SYMPATHY"

PERSONAL MENTION

WILLIAM J. HEINEMAN, vice-president in charge of distribution for United Artists, is in Hollywood from New York.

ROBERT ROSSEN left here for the Barbadoes via BOAC.

KEN LAIRD, Bucna Vista Southern district manager with headquarters in Atlanta, has returned there from New York.

LOUIS NOVINS, secretary of Paramount Pictures, will leave here for Hollywood over the weekend.

RICHARD WINTERS, 20th Century-Fox fan magazine contact, has returned to New York following a California vacation.

W. C. GEHRING, 20th Century-Fox vice-president, has returned to New York after attending the Missouri-Illinois TOA convention at St. Louis.

SPYROS P. SKOURAS, 20th Century-Fox president, and **JOSEPH MOSKOWITZ**, vice-president and Eastern studio representative, will return to New York from Hollywood today.

CLAUDE MUNDO, administrative assistant to the president of TOA, returned to New York last night from St. Louis.

DAN TERRELL, publicity manager for Loew's, has returned to New York from a Delaware vacation.

SIDNEY SCHREIBER, secretary of the MPAA, is on the West Coast and is expected to return to New York after Labor Day via Dallas, Tex.

LEONARD LEWIS, formerly of Loew's real estate department, is now with L. V. Hoffman Management Corp., of New York.

RALPH WHEELWRIGHT of M-G-M's studio publicity department will leave here for the Coast today after conferences with **HOWARD DIETZ** and his associates.

MAURICE (RED) SILVERSTEIN, liaison between Loew's and independent producers, planes to the Coast Sept. 4 for a week's stay there.

CHARLES SCHNEE, M-G-M producer, has returned to the studio after seeking locations for "Until They Sail" in the Pacific Northwest.

Newspapers Favor TV Space

(Continued from page 1)

dailies, the "Plain Dealer," "The News" and the "Press," allot a fairly equal amount of news space to both amusements, but on weekends all three shift to a very heavy accent on video.

On Saturdays the "Press" and the "News" run special "Home Magazine" sections which are predominantly tv-radio schedules for the coming week and two or three pages of publicity copy and photos. The motion picture section is generally confined to a single page somewhere in the editorial section, including the paid advertising.

The "Sunday Plain Dealer" runs an extensive section on both industries, combining motion pictures and drama. Besides publicity photos and releases, the section publishes articles of general industry interest. In addition, a local pictorial section carries every week a one or two page spread with art of a coming top drawer picture.

Notes Disproportion

TV-radio, however, fill five or six pages with schedules, reviews and promotional copy. The disproportion is more apparent, when it is pointed out that the Cleveland newspapers rarely carry any paid advertising whatever from the local stations.

At the same time, Cleveland theatre operators are not complaining about tv-radio space as much as they are about the papers giving away too much space to summer stock theatres away from the city. The motion picture people say that the news space given to summer houses in near-by towns is out of proportion to their drawing appeal, and unfairly crowds the already tight space on the pages allocated to motion pictures.

Theatre operators also get a break in Cleveland papers two or three times each week when the amusement pages run boxes recommending a number of pictures playing at the neighborhood and suburban houses.

One-to-Four Ratio

A four-month survey in Salt Lake City, Utah, indicates that motion pictures have been getting only about one inch of unpaid space for every four inches of advertising, which seems to be the average.

An interesting situation in Salt Lake is that the two dailies, "The Desert News" and the "Tribune," have policies against publishing adverse reviews of motion pictures. One of the amusement editors explained this was because the strong religious beliefs of the area made it difficult to honestly criticize a picture on a moral or social basis.

The editor also agreed with a viewpoint expressed by a New York editor in *MOTION PICTURE DAILY* last week, that there is much more promotional material available from tv-radio, which gives him a bigger and better selection of copy. He also noted that the wire services show a tendency to distribute almost twice as much feature copy on tv programs and personalities as on motion picture people.

The trend is in the other direction in Columbus, Ohio, where a two-week examination of local papers found motion pictures getting a total 2,391 free inches to tv's 2,256 for the same period. "The Columbus Dispatch," the city's leading daily, gave the most news space to motion pictures although it owns one of the local tv stations.

Pennsylvania May Have 'Non-Salaried' Censor

Special to *THE DAILY*

PHILADELPHIA, Aug. 29 — Gov. George M. Leader is considering appointment of a nonsalaried advisory board to fill the gap when motion picture censorship ends in Pennsylvania this week. At its last session the Legislature refused to confirm the Governor's appointees to the Salaried Board of Censors and also failed to appropriate money to carry on censorship activities.

German Film 1st Shown At 17th Venice Festival

Special to *THE DAILY*

VENICE, Aug. 29—The 17th Venice International Film Festival got underway last night with the screening of a German film, Helmut Kautner's "The Captain of Koepenick." It was the first of 14 films which will be

Fabian Keynoter

(Continued from page 1)

the keynoter, said: "We are honored and pleased to have Si Fabian as our keynote speaker, not only because he has long been a brilliant leader in the motion picture industry, but also because he is an outstanding pioneer and leader in Theatre Owners of America and in exhibition activities and has gained an international reputation as a top showman.

"It is therefore fitting that we have an exhibitor of his stature to speak for exhibitors and to sound the industry's note of enthusiasm and optimism for the future of the motion picture theatre.

shown during the 12-day affair.

The opening was attended by a number of celebrities, including the Italian actress Gina Lollobrigida. They were greeted by a large public, which lined the street leading to the Film Palace on the Venice Lido.

... NEWS ROUNDUP

New Garland Date Set

Judy Garland will arrive at Palace Theatre on Broadway with her All Star Variety Show on night of Sept. 26—one week later than the previously announced date. Change was made because of her desire to extend her present engagement in Las Vegas one week, it was stated. She will do eight shows weekly at the Palace.

Mexican Firm Expands

Películas Nacionales, semi-official distributor of Mexican pictures abroad and in Mexico, with some foreign films, has been re-enforced with admittance of six members, bringing the total to 29, which increases capital to \$264,000, from \$195,000.

'Guns' Midwest Bow

Allied Artists' "The Young Guns" starring Russ Tamblyn and Gloria Talbott had its premiere at four theatres in Kansas City this week. The picture is playing Shawnee and Leawood Drive-ins and the Glen and Dickinson Theatres there. It also has been booked day and date at the Rialto in St. Joseph, Mo.

To Close N.H. Theatre

Harry Laviertes, owner of the 1269-seat Theatre, New Haven, and veteran Connecticut showman, has closed the theatre for the first time since opening 44 years ago, and is offering it for sale.

The 71-year-old showman said he has been forced to close the theatre because of illness. At first, it was believed the shuttering would be only temporary. Laviertes said, however, that uncertainty now about his health is forcing him to plan sale of the theatre.

Film at Nova Scotia

The J. Arthur Rank organization this week began filming for "High Tide at Noon," starring Betta St. John on location near Queensland, Nova Scotia.

THERE'S ONE LEADER IN EVERY FIELD!

TRY US ON YOUR NEXT ORDER AND SEE WHAT WE MEAN!

IN SPECIAL TRAILERS ITS FILMACK

CHICAGO, 1327 S. WABASH
NEW YORK, 341 W. 44th ST.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building; Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOLLYWOOD 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear Street, Leicester Square, W.C. 2; Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. *Motion Picture Daily* is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone Circle 7-31. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: *Motion Picture Herald*, *Better Theatres* and *Better Refreshment Merchandising*, each published 13 times a year as a section of *Motion Picture Herald*; *Television Today*, published once weekly as a part of *Motion Picture Daily*; *Motion Picture Almanac*, *Fame*, *Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign; single copies, 15c.*

PEOPLE

New Preston has announced his resignation from Interboro Circuit as supervisor of the Long Island Division.

Martin Starr will act as master of ceremonies and chairman of the judges committee of the fourth annual "Miss Westchester" finals to be staged at Brandt's Yonkers Theatre, Yonkers, N. Y. Sept. 4.

Portscaster Mel Allen will this week narrate his 1,000th sports news- for Fox Movietone News.

Morton M. Schwartz has been named vice-president in charge of sales for Olympic Radio & Television, it is announced by Morris Sobin, president.

Dominic Juskevich has been named director and head set designer for Pollack Productions, Inc., New York.

Vestrex Announces New Recording Agreements

J. S. Gregg, president of the Vestrex Corporation, has announced that motion picture recording license agreements were completed recently in studios in Japan, India, Great Britain, Egypt, Spain, Pakistan, and Italy.

The companies which now feature agreements were completed recently Vestrex recording equipment are: Tarazuka Eiga Seisaku Sho, Tokyo; Koushiki Kaisha Tokyo Television Center, Tokyo; M. Eduljee, Bombay; Egyptian Cinematographic Company, Cairo; Anglo-Scottish Production Facilities Limited, Middlesex, England; World Wide Pictures Limited, London; Sociedad Anonima EXA, Madrid; Nis Films-Nicolet International Studio Films, S.p.A., Rome; and Al-Ja Chaudhari Idd Mohammad, Lahore, Pakistan.

U.N. Officials Attend 'Ambassador' Bow Here

M. Maurice Galy, acting French consul general in New York, headed a large representation of French diplomats and United Nations aides at the premiere here yesterday of United Artists' "The Ambassador's Daughter" at the Paramount Theatre. The proceedings were sent overseas by the Voice of America.

Stars on Hand

Also present were a number of Hollywood and Broadway stars, including John Forsythe, star of the film, Robert Ryan, Katy Jurado, Julie Wilson, Arnold Stang, Natalie Trundy and Red Buttons.

The day-long premiere festivities included autograph sessions with Forsythe in the lobby of the Paramount,

U. K. Board of Trade Plans Legislation on Statutory Levy

From THE DAILY Bureau

LONDON, Aug. 29 — Board of Trade officials are currently working strenuously on the design of legislation that will give effect to the announcement in the House of Commons that a statutory "Eady" Levy will be ordained at the expiry of the present voluntary scheme.

Despite rumours which have arisen in a number of concerned—if not extremely anxious—quarters, it can be stated authoritatively that officials are keeping strictly to the existing pattern in their initial spade work. "We have no thought of making drastic alterations in the practice," said a spokesman. That is to say, there will be a direct levy on the box-office take and that it is envisaged distribution of the ensuing bonuses will be arranged and controlled by a body of trade nominees as at present, but reinforced by one or more representatives of the Board of Trade.

In the meantime, officials are anxious to have the cooperation of trade leaders in their preparatory work. An invitation has gone out to the main associations to a joint conference at the board.

No Date Set

No date for that meeting has yet been arranged in view of the fact that many responsible leaders are away on holiday. But it is anticipated that the meeting will be held in the very near future. There is likely to be some frank talking at that get-together.

Producers, for example, are concerned at the continuing decline in the amount of Levy collections. It has just been announced that total collections during the year ending July 28 last reached a total of £2,551,426 against £2,555,481 in the previous year. And indications are that a sharper decline will be registered at the next time of accounting.

The producers have always maintained that they agreed to the original Eady Plan on the basis that it would yield them a minimum of £3 to £3½ million annually; for that is the amount necessary—so they claim—to put their operations in a healthy balance. It is thought likely that a section of them will press for a variable rate of Levy so that they may always be assured of their postulated sum.

Need Assurance

There is a growing feeling among many independent exhibitors particularly in the North of England—it became strikingly evident at a meeting in Manchester this week—that they should have definite assurance of a substantial entertainment tax remission before the additional Eady tax is imposed upon them. Some of them go so far as to suggest—failing E. T. reduction—that the Government should make a direct subsidy to production.

In so saying they are knocking their heads against an excessively hard wall. For the government is clearly committed to the Levy.

16 Approved as Fellows of SMPTE

From THE DAILY Bureau

HOLLYWOOD, Aug. 29 — Sixteen members of the Society of Motion Picture and Television Engineers have been approved as Fellows by the Board of Governors, according to president John G. Frayne. Presentation of Fellow Award certificates will be made on the night of Oct. 9, during the society's 80th convention at the Los Angeles Ambassador Hotel.

Those who will receive certificates in Los Angeles are: Willy Borberg, head of the Mechanical Engineering Department, General Precision Laboratories; Jasper S. Chandler, research engineer, Eastman Kodak; John W. DuVall, technical representative, E. I. du Pont de Nemours; Edward Furer, president, Producers Service Co.; Edouard P. Genock, manager television programming, Eastman Kodak; Herman M. Gurin, engineer, NBC; Wilton R. Hohn, technical associate, E. I. du Pont; and Robert G. Hufford, physicist, Eastman Kodak.

Also, Fred Hynes, director of sound, Todd-AO; Warren R. Isom, development engineer, RCA Victor; Walter I. Kisner, technical editor, Motion Picture Film Department, Eastman Kodak; Frank L. Marx, vice-president in charge of engineering, American Broadcasting Company; John B. McCullough, director of technical services Department, Motion Picture Association of America; Richard O. Painter, assistant head, experimental engineering, General Motors Proving Grounds; Michael Rettinger, acoustic engineer, RCA; and John G. Streitfert, Eastman Kodak physicist.

Claims Pictures 'Forced'

Special to THE DAILY

PHILADELPHIA, Aug. 29 — The first run Viking Theatre here has alleged forcing of feature bookings and violation of Federal anti-trust laws in its answer to an action by Universal in Philadelphia Common Pleas court for unpaid film rental. The defendant also asks \$53,286 in judgement on a counterclaim which it alleges is due it on the basis of promises alleged to have been made by Universal to guarantee the Viking against loss.

Settle IATSE Dispute

Special to THE DAILY

HARTFORD, Aug. 29—The 900-seat Arch St. Theatre, subsequent-run house at New Britain, Conn., has reopened under the Perakos Theatre Associates banner, following agreement between the circuit and union.

British Film Equipment Exports Rise

By PETER BURNUP

LONDON, Aug. 29 — Reported-ly, the Kinematograph Manufacturers' Association finds a continuing rising graph in the exports of British motion picture equipment.

Exports of equipment for the first six months of this year, the Association announces, totalled £1,314,620 (\$3,680,936), which is £231,000 (\$566,800) more than the figure for the corresponding period of 1955.

In a statement accompanying the figures, the Association says: "It is, of course, too early to venture any forecast about what the final results for 1956 are likely to be, as so many factors can intervene to vary the rate of exports, but the totals already achieved in certain markets augur well for the current year."

Recalling that 1955 was a record year both in total and in many individual markets, the report cites many countries where the 1956 rate is substantially and proportionately higher than the 1955 rate. They include diverse and distant markets like Malta, Cyprus, Windward Isles, British Guiana, Finland, Poland, West Germany, Yugoslavia, Irak, Iran, Venezuela and Chile.

It is stated that exports to the U.S. in the first six months of 1956 totalled £65,051 (\$182,142) against £82,476 (\$230,932) for the whole of 1955.

The KMA statement concludes: "After the outstanding figures of last year it was to be expected that there would be some reduction in the rate of exports to Australia and this has in fact happened, but, even so, the very handsome total of £167,691 for the six months has been achieved."

Yates' Republic Stock Option Not Taken Up

From THE DAILY Bureau

HOLLYWOOD, Aug. 29—The option to buy Herbert J. Yates controlling stock interest in Republic Pictures, which had until September 4 to go, will be permitted to expire without exercise, Cantor, Fitzgerald & Company, Inc., announced today.

The announcement by B. Gerald Cantor said, "The firm offer of \$10.50 per share" had been made to Yates for 600,000 shares but Yates had refused it. The option held by Cantor and Associates had stipulated \$12.50 per share.

Yates could not be reached here today for comment on the Cantor announcement, as the Republic president is in New York.

Last weekend Yates stated his Republic shares would not be sold to anyone if the Cantor option lapsed. Cantor will retain his interest.

THE BIG SH THE BOX-OF

WARNERS' BIG

'BAD SEED'

AS BIG AS 'ROBERTS'! AS BIG AS

**RECOMMENDED FOR
ADULTS ONLY!**

**RECOMMENDED FOR
SHOWMEN ONLY!**

*starring the original prize-winning cast
of the great Broadway play.*

STARRING

NANCY KELLY

AND INTRODUCING

PATTY McCORMACK

WITH

**HENRY JONES · EILEEN HECKART · EVELYN VARDEN · WILLIAM HOPPER
PAUL FIX · JESSE WHITE · Gage Clarke · Joan Croydon**

A MERVYN LEROY



We
recommend
it for
**ADULTS
ONLY**



CKER IS CE ROCKER!

PENED AS BIG AS 'MOBY'!!!!
SEARCHERS'!

mmend:
BRIEF
ATCH YOUR
REATH'
TERMISSION
ER
ING



We
recommend:
NO
SEATING
DURING
THE
LAST
FIFTEEN
MINUTES!



We
recommend:
TALK ALL
YOU WANT
ABOUT THE
MAN AND
THE WOMAN
BUT PLEASE
DON'T TELL
ABOUT THE
GIRL!



Screen Play by JOHN LEE MAHIN · Based upon the play by MAXWELL ANDERSON and the novel by WILLIAM MARCH · DIRECTED BY MERVYN LEROY

MUSIC BY
ALEX NORTH

REVIEW:**Girls in Prison****American International**

Lou Rusoff's screenplay about a lady bandit's eventual rehabilitation through the patient kindness of a prison chaplain and other well-meaning individuals has an exciting premise, but never gets off the ground, dialogue-and-acting wise. Some feeble acting and rather pedestrian direction by Edward L. Cahn detract from the main business at hand in this Golden State Production, being released under the American-International banner.

Samuel Z. Arkoff served as executive producer and Alex Gordon takes producer's credit. It's a tidy enough package for the supporting spot in any given situation.

Joan Taylor portrays an accomplice in a bank robbery. Sentenced to prison, she's the subject of scorn by some veteran inmates, while others, cunningly scheming for post-inmate years, look upon the newcomer as potential source of untold wealth. Prison chaplain Richard Denning feels Miss Taylor is innocent of prevailing charges and launches an investigation, without her knowledge.

Lance Fuller, one of Miss Taylor's robbery colleagues, invades the Taylor family homestead, threatening to kill her dad (Raymond Hatton) if the long-missing loot doesn't show up. Back at the prison, violence and murder break out, attributed to unrelenting quest for the money. The climax has cellmates Adele Jergens and Helen Gilbert forcing Miss Taylor to accompany them on a sudden break out, during an earthquake. The bad-thinking people are either killed or apprehended as the minutes flee by, and Miss Taylor goes back to the prison walls, determined that she'll lead a better life once parole is granted.

Running time, 87 minutes. General classification. For August release.

A.M.W.

Technicolor Stock*(Continued from page 1)*

normal trading volume up to yesterday, and on the previous day it had been off fractionally to set a new low for the year at 9%. The company has indicated interest in diversification recently by getting into the amateur film field and by acquiring the Pavelle color processing firm. Dr. Herbert T. Kalmus, Technicolor president, who is in New York from the Coast en route to Europe, could not be reached for comment.

UA Negotiating Sale Of Films to NBC-TV

Negotiations are currently underway between United Artists Corp. and the television network of the National Broadcasting Co., whereby the latter would acquire 39 post-1950 features for Fall distribution, it was learned.

Theatres Set Tax Price Policy*(Continued from page 1)*

Robert W. Coyne, member of the COMPO governing committee, who directed the campaign with R. J. O'Donnell of Interstate Circuit, which won the higher exemption.

In New York, theatres selling tickets at 95 cents or \$1 in some instances will adjust the prices to 90 cents. However, metropolitan theatre owners pointed out that the five-cent New York City tax is still in effect and remains a hindrance, they said, to any general rescheduling of admission rates here.

Plan No Changes

Walter Reade Theatres and Shea Enterprises are contemplating no price changes. "But the public will gain in the long run," according to Gerald Shea, president of Shea Enterprises, speaking for his circuit. "Because we'll probably be less inclined to advance prices for big, special films.

Circuits with most of their theatres in other cities, such as the Stanley Warner Management Corp., would not make any general comment about price adjustments, saying that local tax situations make it necessary to leave decisions up to the field managers.

Loew's Theatres, Inc., is planning on lowering \$1 admission tickets to 90 cents. Brandt Theatres announced that their two downtown Manhattan theatres would extend their current 90-cent ticket time change from 11 A.M. to 1 P.M.

One theatre owner who is making no price adjustments observed that it wouldn't be feasible to give most of the tax exemption benefit directly to the public in admission discounts. "After all," he said, "the law was passed to relieve financial conditions."

COMPO estimated that 8,991 theatres will be exempt from Federal admission tax after Sept. 1, in addition to 9,000 already under exemption by the 50-cent tax law revision of 1954.

1,363 Taxed

"Theatres that will continue to pay a 10 per cent admission tax, according to our figures, number 1,363," said Coyne, in the COMPO statement.

The Internal Revenue Bureau has released a directive with the King Tax Bill which will permit theatres to use for a "reasonable" time after Sept. 1, printed admission tickets already on hand containing the amount of tax due, provided the total admission price paid by the customer is not more than 90 cents.

Theatres planning to use present stocks of tickets showing an admission tax must prominently display a sign near the box office stating that the admission price is the total price, including tax, shown on the ticket.

In other words, a theatre owner charging an admission of 82 cents plus eight cents Federal tax could use the tickets on hand if he announces in the posted sign that the admission price is 90 cents.

Study Plans Pickus Sees*(Continued from page 1)*

pany of Perlberg-Seaton said he met with officials of the English, Danish and Swedish film academies concerning the "betterment of their mutual industries." He said the talks were about the organization of a liaison operation under which film data, ideas and talent would be exchanged.

Seaton said the board of governors of the Academy would convene in Hollywood "shortly after Labor Day" when he will report to them on the talks.

The possibility of the industry sponsoring the 1957 "Oscar" nominations and presentations on television will also be discussed at the Academy meeting, Seaton said. He indicated that he will not see Eric Johnston, president of the Motion Picture Association of America, concerning industry sponsorship before the meeting, as he and his family are leaving for the West Coast tomorrow and Johnston is arriving in Washington from the West Coast on Saturday night.

Coca-Cola Will Host

The Coca-Cola Company will be host to the combined TOA-PAC-TESMA-TEDA president's banquet Sept. 24 at the Waldorf-Astoria, PCA head Bert Nathan announces.

(Continued from page 1)

has been bolstered by such films as 'The King and I,' 'Moby Dick,' and 'Pardners.'

The TOA officer, speaking as an independent exhibitor, said theatremen in his territory are especially optimistic about the future with such product as "Bus Stop" and "High Society" on the way. "Business should be especially good this Fall in suburban theatres which will be getting top late Summer releases," he added.

Pickus said that the interests of his patrons are foremost in his mind. "I went out and bought land behind my theatre so that a 400-car parking field could be constructed," he said.

New Far East Tour*(Continued from page 1)*

returning in "late November."

The MPEA vice-president said his new tour will most likely start in Japan and it is probable he will visit such markets as Burma, Pakistan and the Philippines.

It is expected that Maas will look into such problems as MPEA membership in Eiren, the Japanese Production Code Administration, Philippine import license and remittance problems, and restrictions on film imports and license agreements in Burma and Pakistan.

REVIEW:**Hot-Rod Girl****American International**

The box-office success of comparable story treatments indicate a waiting market for this film. The name value is a bit weak but young people do admirably in the assignments and the overall effect is commendable.

When his younger brother, Erickson, is killed in a hot-rod race, John Smith blames himself and withdraws from participation in a special hot-rod racing strip, which had been initiated by friendly police officer Chuck Connors. Without Smith's leadership, other young people sort to speeding on city streets. His girl friend, Lori Nelson, finds him withdrawn from normal social suits, and she subsequently is seduced by newcomer Mark Andrews. The latter, with a chip on his shoulder, eventually challenges Smith and Miss Nelson to a hot-rod race, the climax of which finds a youngster killed and blame traced to Smith's driving.

Along about here, Connors, eager to aid younger people of the community, pitches in on an intense investigation, finally tracing the cause to Andrews, and there's again for Smith and Nelson.

John McGreevey's screenplay oscillates excessively between preachiness and dramatic action, with the latter story resultantly suffering. Leslie Northington's direction has strived for an unusual handling of teen-age groupings. David T. Yokozeiki was executive producer and Norman Herman gets producer's credit.

Running time, 75 minutes. General classification. For August release. A.M.

RKO O'Shea Drive*(Continued from page 1)*

world-wide distribution, sales meetings have been held in every RKO branch to prepare for the drive. Meetings were conducted by Al Levy, eastern sales manager, and Herbert H. Greenblatt, western sales manager, throughout their respective territories. Levy was accompanied on his exchange visits by Frank Mooney, his home office assistant, while Mike Poller, home office assistant to Greenblatt, toured with western sales manager.

Among the RKO productions which are scheduled for release during the "drive" are "Back From Eternity," "Beyond a Reasonable Doubt," "First Traveling Saleslady," "Tens at Table Rock," "Public Pigeon 1," "Run of the Arrow," "Bundle of Joy," "The Brave One" and "Young Stranger."

Set Advertising Show

Over 100 exhibitors will display their latest materials for advertising communication and sales promotion at the fifth annual Advertising Essentials Show, "The Showcase of Advertising Progress," in New York, Nov. 19-20.

New York Greets "Ambassador's Daughter"

NORMAN KRASNA's long-heralded CinemaScope production of "The Ambassador's Daughter" had a lively premiere yesterday at the Paramount Theatre on Broadway. United Artists' diverse, day-long ceremonies stressed the French flavor of the romantic comedy, which was filmed on location in Paris. John Forsythe, who stars opposite Olivia de Havilland in the UA release, headed a contingent of stage and screen notables that joined in the lobby activities with members of the French consulate and delegation to the United Nations. The Voice of America covered the bow for broadcast throughout Europe. An intensive opening-day promotion featured an invasion of Times Square by scooter-mounted models, a round-the-clock radio-tv salute, and support from hundreds of local stores participating in UA's vast national tie-up program for the Krasna comedy. At the right, shapely cyclists draw crowds in theatre stop during cruise through midtown district.



Edward L. Hyman, left, vice president of ABC-Paramount Theatres, and Robert S. Benjamin, UA Board Chairman, were among industry executives participating in the premiere which climaxed intensive national local promotion featuring store co-ops and contests.



An impressive turnout of show world notables was hosted by John Forsythe, co-starred in the Krasna comedy, who is seen chatting with Natalie Trundy, featured in UA's "The Monte Carlo Story." The Voice of America recorded interviews for broadcast throughout Europe.



Robert K. Shapiro, managing director of the Paramount Theatre, greets Jurado, co-star of UA's "Trapeze" and the forthcoming "Man From Rio." A large press corps covered celebrity arrivals.



Roger H. Lewis, UA National Director of advertising, publicity & exploitation, chats with stage and night club star Julie Wilson. New York bow followed record Chicago run which set new house record. (Advt.)



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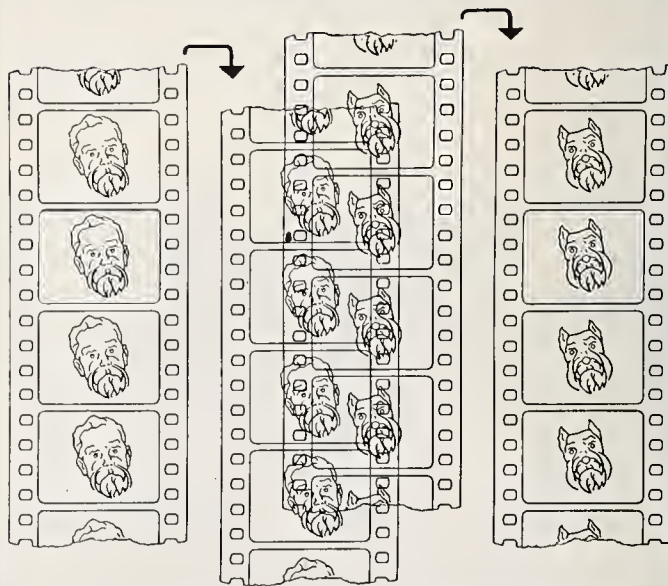
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80. NO. 44

NEW YORK, U. S. A., FRIDAY, AUGUST 31, 1956

TEN CENTS

Convention: Reviews Only Distributor Aid to TOA

MPAA Members Also Have Promotional Display

The member companies of the Motion Picture Association of America agreed to participate in the 1956 Owners of America convention and trade show by screening new product and by putting some promotional displays, it was learned here yesterday.

TOA had requested the MPAA members to "assist and participate in industry exposition" at a number of meetings and luncheons held since June. Myron N. Blank, TOA president, and Walter Reade, Jr., executive vice president, said (Continued on page 6)

In Giant Radio-TV Best Things' Campaign

Twentieth Century-Fox's Cinema-rama "The Best Things in Life Are Pre-Sold" will be pre-sold over the NBC network in the first national promotion set for a motion picture, according to Charles Einfeld, president of advertising and publicity at Twentieth Century-Fox.

A total of 265 spots will be sold on both the radio and television networks during the next six weeks (Continued on page 6)

'Bad Seed' Opens Strong in Pre-Release Dates

Opening in 12 pre-release engagements in exchange centers and key cities last Wednesday, Warner Bros.' "Bad Seed" racked up strong receipts, described as exceeding opening (Continued on page 3)

UA Sets TV Sales Unit

United Artists has retained the services of John Leo, former sales manager of Lippert Pictures, as a salesman in its television film department, according to Arthur B. Krim, president of UA.

Krim said that Leo "has been with the company for several weeks." Leo at one time was branch manager for Eagle Lion Films in San Francisco, and was also Eastern Division representative for Telepictures, Inc.

Confirmation of the creation of a television film sales department by Krim acknowledges reports that the company is planning an active entry into the television film distribution field. Krim pointed out that this department will operate under the guidance of the company's regular sales department.

It was reported earlier this week that UA is negotiating with a major distributor (Continued on page 6)

Committee to Meet On Credit Test Plan

A meeting of the distribution subcommittee concerned with the Indianapolis-Marion County test of the theatre credit card plan is expected to take place next Wednesday to further efforts to inaugurate the program by Thanksgiving Day, it was learned here yesterday (Continued on page 6)

Directors to Appoint Committees

Film Practices, Showmanship To Highlight TOA Convention

Film practices and rental terms, plus ways and means of revitalizing the box office by a more careful and thorough utilization of showmanship will highlight the agenda of the 1956 International Convention and Trade Show which Theatre Owners of America will stage at the New York City Coliseum, Sept. 20-25.

The board of directors of the national exhibitor association, headed by chairman E. D. Martin of Columbus, Ga., will meet on Sept. 19 to form membership committees to study conditions and problems within the industry and those affecting small theatre owners.

Executives of TOA in the association's headquarters here have set up a tentative agenda for the board meeting (Continued on page 6)

Minor Price Changes at Broadway First Runs

Most de luxe Broadway theatres planned only minor, if any, changes in admission price schedules with the new Federal tax law becoming effective tomorrow, beginning of a three-day holiday weekend.

The Main Stem houses for the most part will reduce their week day \$1 opening price to 95 cents. This will include the city tax and the base admission price will be 90 cents, Federal tax exempt. Some will initiate the new opening price tomorrow morning, others next Tuesday, after the Labor Day holiday. Prices after the opening hours remain the same at the Broadway de luxes, being unaffected by the new tax, as are their weekend and holiday prices.

20th-Fox Half Year Net is \$2,156,670

Twentieth Century-Fox and its wholly owned subsidiaries yesterday reported that consolidated earnings for the 26 week period ended June 30, 1956 totaled \$2,156,670 or 82 cents per common share as compared with earnings for the 26 week period ending June 30, 1955 of \$2,790,800 or \$1.06 per share.

The film company said that at the close of the 26-week period, 2,644,000 shares were outstanding (Continued on page 6)

Justice Dep't Views

Joint Handling Of Films Seen Legally Okay

But Would Depend on Its Effect on Competition

From THE DAILY Bureau

WASHINGTON, Aug. 30.—"Streamlining" of physical distribution, as currently being given consideration by some national distribution companies, would evoke no Justice Department objections even though it entailed use of the same physical facilities by two or more distributors.

This was the consensus of opinions of Justice officials to whom the theoretical question of use of joint facilities was presented (Continued on page 6)

20th-Fox International Sets Silverstone Drive

A sales drive in honor of Emanuel Silverstone, vice-president and general manager of 20th Century-Fox International and 20th Century-Fox International America, will be conducted by the foreign sales force Nov. 11 through 17. It will be the first sales drive named for the executive, who joined the company, Jan. 1, 1946.

Every foreign office of 20th-Fox will be trying to set a record (Continued on page 3)

Congressman Defends 'Attack' Scores Army

From THE DAILY Bureau

WASHINGTON, Aug. 30.—Representative Price, Illinois Democrat, declared today that the new United Artists film "Attack" is "an exceptionally fine film," and sharply criticized the Defense Department for its handling of the film (Continued on page 3)



Charles Einfeld



E. Silverstone

PERSONAL MENTION

ROY HAINES, general sales manager of Warner Brothers, left here yesterday for Hollywood via Chicago.

WILLIAM GOETZ and **MRS. GOETZ** are here from the Coast and staying with the **JOSHUA LOGANS** at the latter's home in Stamford, Conn.

HERMAN RUSH, vice-president of Official Films, will leave New York today for London via BOAC.

CECIL BEATON, set designer, will arrive in New York today from London via BOAC.

JACK B. HIVELY, director of McConnachie Productions, Inc., left here yesterday for Hollywood.

ALICE N. GORHAM, publicity director for United Paramount Theatres in Detroit, will return there from a vacation on Tuesday.

HERMAN LEVY, general counsel for Theatre Owners of America, will arrive here tomorrow from Europe on the "Nieuw Amsterdam."

DINO DELAURENTIIS and his actress wife, **SYLVANA MANGANO**, returned to New York yesterday from the West Coast.

NED SECKLER, newly appointed Far Eastern supervisor of sales for RKO Radio Pictures, arrived in Hollywood yesterday en route to Tokyo.

AMERICO ABOAF, vice-president in charge of foreign sales for Universal Pictures, has left New York for Europe, South Africa and Turkey.

STAN PARLAN, manager of the NBC film division, leaves tomorrow for Europe via BOAC.

Lewis to Hollywood

Roger H. Lewis, United Artists National Director of advertising, publicity and exploitation, flies to Hollywood today to confer with vice-president **Max E. Youngstein** and UA West Coast executives on production and promotion plans for the fall and winter.

No Paper Monday

MOTION PICTURE DAILY will not be published on Labor Day, Monday, Sept. 3, a legal holiday.

Book Promotions Aid 'War and Peace' Ads

Bantam Books have undertaken a dual promotion of a motion picture and its source book on behalf of "War and Peace" which they claim is on a scale exceeding any previous similar activity.

"Read the Big Bantam Edition!—See the Movie!" is the theme of the promotion. Bantam is using all kinds of printed media to apprise the public of its 75-cent pocketbook edition and the Paramount Pictures film: display posters of large size with figures of the stars as they appear in the picture, truck bumperstrips, department store and drug store counter cards, window displays, rack cards and magazine and newspaper advertisements.

The Bantam edition of "War and Peace," one of a dozen on the market, was edited by **Manuel Komroff** and has an introduction by **Clifton Fadiman**.

Under a tieup with "Seventeen" magazine, the magazine and "Seventeen at School," a subsidiary publication reaching more than 17,000 secondary school teachers throughout the country, are promoting a special "War and Peace" brochure which serves as a springboard for student discussion of the filmization of the Tolstoy novel. The free brochure offers a textual summary of the picture's technical and physical achievements.

Doylestown House Sues On Film Availability

An anti-trust suit requesting earlier availability of pictures and \$750,000 damages has been brought against the eight major distributing companies by the County Theatre Corp. on behalf of the County Theatre in Doylestown, Pa.

The suit claims that theatres in near-by towns have been operating as part "of a large favored circuit" and playing pictures on earlier releases, while the County Theatre still plays pictures 28 days after the last exhibition in Philadelphia.

Universal Dividend

The board of directors of Universal Pictures Co. at a meeting held yesterday declared a quarterly dividend of 25 cents per share on the common stock of the company, payable on Sept. 28, 1956, to stockholders of record at the close of business on Sept. 14, 1956.

20th-Fox Dividend

The board of directors of 20th Century-Fox, following a meeting here yesterday announced a quarterly cash dividend of 40 cents per share on the outstanding stock of the company payable on Sept. 29, 1956, to stockholders of record on Sept. 14, 1956.

Dissolve Pathe News Today; Talks Continue

Negotiations by Warner Pathe News employees to take over selected going operations of the company from Warner Bros. Pictures were still in progress yesterday but without definite prospect of being concluded today when the newsreel company is scheduled to be dissolved in order that the parent company can take advantage of the tax loss carry forward credit of the newsreel. The Warner fiscal year ends today.

The Warner Pathe theatrical newsreel was closed down last week. The employees group has been negotiating for a take-over of the Pathe school films and commercial films divisions, which have been profitable operations, and for the newsreel library. The latter presumably would be re-sold to television, if the negotiations were consummated. Production of a television newsreel also was planned.

Indications are that while Warners will proceed with the planned dissolution of the newsreel company if a deal is not concluded today, interested bidders still could negotiate for separate assets which might be offered for sale later.

Set Goal of 100 Films For Mexican Industry

Special to THE DAILY

MEXICO CITY, Aug. 30—Production of from 90 to 100 pictures yearly is the new goal of the Alianza Cinematografica, organization of producers, players, technicians and manual workers, functioning cooperatively, its new manager, **Alfonso Sanchez Tello**, veteran producer, has announced. Tello said the goal "should satisfy everybody in the trade and assure sufficient employment for the picture unionists." He desires more co-production with Hollywood and Europe, so as to make the Mexican industry more international, he added.

Alianza is preparing early production of seven all-Mexican pictures, Tello revealed. He has served as technical advisor for several Hollywood pictures made in Mexico. In addition, Alianza is preparing its first co-production with Hollywoodians, "El Quinto Sol" ("The Fifth Sun") which will be in color and CinemaScope and cost about \$400,000.

AB-Paramount Buys Instrument Co. Share

Continuing its policy of diversifying its interests, American Broadcasting-Paramount Theatres, and the Western Union Telegraph Co., announced yesterday that each has purchased a 25 per cent interest in **Wind Tunnel Instrument Co., Inc.**, of Newton, Mass.

The company produces engineering and aeronautical instruments.

... NEWS ROUNDUP

Japanese Film Festival

The Japanese government will sponsor a motion picture festival at the Museum of Modern Art here late October under the assistance and guidance of the Motion Picture Export Association. Five Japanese films are so far set for the festival.

Wald Buys 'Sound and Fury'

William Faulkner's "The Sound and the Fury" has been bought by **Jerry Wald**, who recently established his own producing company at 20 Century-Fox.

Award to Mrs. Roosevelt

Mrs. Eleanor Roosevelt has been chosen to receive the tenth annual award of Beverly Hills B'nai B'rith **Alvin P. Meyers**, president of the Men's Lodge, and **Mrs. A. P. Smiley**, president of the women's chapter has announced. The award will be made at a testimonial banquet Dec. 16 at the Biltmore Bowl. Among previous recipients are **Walt Disney**, **Doris Schary**, **Darryl Zanuck** and **Miguel Aleman**.

Teenagers Mob Tab Hunter

Tab Hunter and his co-star, **Natalie Wood**, popular young stars of the new Warner Bros. film, "The Burning Hills," got a wild reception from teen-age fans in Chicago at the opening of the picture at the Chicago theatre. Over 3,000 youngsters who were unable to get into the theatre blocked the alley after the first show, disrupting traffic. The police sent 100 officers to restore order. In the midst of the hubbub the young stars made appearances on the fire escape to please the crowd and to encourage them to disperse.

'Eternity' to NY Sept. 7

RKO's "Back From Eternity" will have its world premiere Sept. 7 at the Victoria theatre, New York, it was announced by **Walter Branson**, vice president in charge of world-wide distribution. The **John Farrow** production stars **Robert Ryan**, **Anita Ekberg** and **Rod Steiger**.

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PEOPLE

Max Bercutt, West Coast field representative for Warner Bros., has been appointed coordinator between sales, advertising and publicity department in behalf of the George Stevens production of "Giant."

Eric Johnston, MPAA president, presiding at the annual convention of Phi Chi Delta, national collegiate fraternity, in Seattle, Washington, urged on the taxpayer and the corporate and private benefactor to contribute an additional \$3,250,000,000 annually for the support of universities and colleges, claiming that higher educational institutions, both public and private, had suffered from a generation of public neglect.

Leo Pillot, Special Events manager of the national magazine contact for 20th Century-Fox, has resigned his duties effective Sept. 14.

John Boulting, director of "Private's Progress," met Boston film critics and radio and tv folk at a luncheon at the Boston Club yesterday.

ICC Extends Deadline for Filing Comments

From THE DAILY Bureau
WASHINGTON, Aug. 30.—The Federal Communications Commission has extended for two months the deadline for filing comments on its proposed channel reallocation plan in major areas.
In June, the Commission proposed a reassignment of frequencies in 13 areas as part of its proposed solution to the over-all allocation problem. The original deadline for comments on the reallocation proposed in these 13 areas was Sept. 10, but the Commission today postponed that date until Nov. 15.
The Commission had also asked for comments on a gradual shift to exclusive use of the UHF frequencies as a long range solution.

Arnall, Lamont Confer on European Conditions

From THE DAILY Bureau
HOLLYWOOD, Aug. 30.—SIMPP President Ellis Arnall will arrive here tomorrow, and will spend Monday in conference with Jack Lamont, SIMPP's overseas observer, who will report to SIMPP executive committee Tuesday on results of his European tour of film centers investigating conditions affecting independent producer interests.

Loew's Ltd. Dividend

Special to THE DAILY
OTTAWA, Aug. 30.—Marcus Loew's Theatres Limited declared dividend of \$1 quarterly on the common stock payable on Sept. 28 to shareholders of record on Sept. 7.

Electronicam Ready for Hollywood



ON THE SCENE yesterday, explaining to newsmen the demonstration he helped arrange—of DuMont's mobile Electronicam film system: Benjamin C. Bowker, public relations manager. The equipment, in two functional, modernly designed trailers, on the weekend starts for Hollywood, for which it is designed to facilitate production. News and trade writers inspected it at the Movietone studios, and over refreshments solid and liquid received more information from Mr. Bowker and an array of vice-presidents.

SMPTE Journal Award Goes to Philco Engineer

The 1956 Journal Award of the Society of Motion Picture and Television Engineers has been won by Donald G. Fink, director of research of the Philco Corp., it was announced by SMPTE President John G. Frayne.

Fink will receive the award, which is given to "the author of the most outstanding paper originally published in the Journal of the Society during the preceding calendar year," for his paper "Color Television vs. Color Motion Pictures" in June 1955 Journal.

Presentation of the award will be made on Tuesday evening, Oct. 9, during the Society's 80th convention at the Los Angeles Ambassador.

Honorable mention was accorded J. F. Carroll and John M. Calhoun of Eastman Kodak for "Effect of Nitrogen Oxide Gases on Processed Acetate Film," published Sept. 1955; Otto H. Schade of the Radio Corp. of America for "Image Analysis in Photographic and Television Systems," Nov. 1955, and Edward W. Kellogg, consulting engineer, for his three-part "History of Sound Motion Pictures," June-Aug. 1955.

Weekly Studio Earnings

From THE DAILY Bureau
HOLLYWOOD, Aug. 30.—Craft union workers in the production branch of the industry averaged \$125.96 weekly earnings during July, for an average 39.1-hour work week, the State Division of industrial relations reported.

U. S. Documentary Wins Film Prize in Venice

Special to THE DAILY
VENICE, Italy, Aug. 30 — The American documentary produced by Lionel Rogosin, "On The Bowery," has won the Great Prize in the Shorts and Documentaries classification of the Venice Film Festival here, it was announced by Avv. Vittorino Veronese, here of the festival jury.

The jury said that Rogosin's documentary "is a splendid describing page where the most authentic and severe sincerity was served by an artistic style of rare composedness and of social admonishing documentation."

The awarding of the Great Prize took place in the presence of American envoy Mrs. Clare Booth Luce.

AIP Product Not to Be Sold to Television

From THE DAILY Bureau
HOLLYWOOD, Aug. 30.—President James H. Nicholson of American International Pictures and Sunset Productions announced his companies will not sell their pictures to television, but will "stick with exhibitors" without variation. At the same time Nicholson expressed regret that his first two features had to be committed to television use "due to a financial shortage in establishing the new companies" and that this commitment has to be served despite a policy of limiting subsequent product to theatres only.

Asserting exhibitors' acceptance of independent product during the current product shortage "has made it unnecessary to sell to tv in order to profit," Nicholson said, "We are in the business of making theatrical pictures for release only to motion picture theatres. As the new streamlined operation already is showing a profit because our pictures are needed, we do not find it necessary to make up losses by sale of capital assets."

'Attack'

(Continued from page 1)
refusing to cooperate in the making of the picture.

"The attitude of the Defense Department in this matter is indefensible," Price, a member of the House Armed Services Committee declared. "I consider it a shameful attempt to impose censorship on a film because it dares to represent an officer whose character is marred by the human failings of weakness and cowardice. I commend producers Robert Aldrich and his associates for having refused to bow to this threat and to have gone ahead and completed the film without military cooperation."

This is the second time in two days that "Attack" has figured in the news. Only yesterday U. S. Ambassador to Italy Clare Booth Luce left the Venice Film Festival in a huff because "Attack" had been entered as one of the U. S. films there.

Rep. Price in his statement said he was not at all surprised to have learned that the film was one of two American motion pictures representing the U. S. at the Venice Film Festival because it was an outstanding film. He said the Defense Department's refusal to cooperate in the making of the film was obviously because the character involved was an officer, and cooperation would have been given if the film had instead involved an enlisted man.

The Illinois Democrat said the net effect of the film actually was to create a heightened admiration for both officers and enlisted men on the part of the film's audience. He said he hoped the Defense Department would reconsider its opposition to the film adding that "it would be especially distressing if the Department refused to show this film to our armed forces at military posts here and abroad."

Fox Sales Drive

(Continued from page 1)
a new high during the drive, which will take in the four weeks preceding and following the special drive week. Normal weekly gross for the 20th-Fox foreign department is \$1,000,000, and expectations are that every territory will exceed its normal billings quota during the drive, setting a new, all-time record for the international organization.

Special prizes will be posted for drive winners.

'Seed' Opens

(Continued from page 1)
ing day figures of "A Star Is Born," it was announced.

Grosses reported were: Mastbaum, Philadelphia, \$7,534; Orpheum, New Orleans, \$4,244; Stanley, Pittsburgh, \$3,784; Orpheum, Minneapolis, \$3,065; Orpheum, St. Paul, \$2,138; Brandeis, Omaha, \$2,200; Orpheum, Des Moines, \$1,746; Orpheum, Sioux City, \$1,506; Warner, Memphis, \$2,504; Casinos, Wildwood, New Jersey, \$2,541; Keith's, Syracuse, \$2,667; and Palace, Cincinnati, \$3,346.

THE NEW YORK DAILY NEWS says:

“Not since ‘Gone With The Wind’ opened in 1939 has a picture created so much interest and held an audience so spellbound.”

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FERRER

PARAMOUNT PRESENTS

LEO TOLSTOY'S

War and Peace

A PONTI-DELAURENTIIS PRODUCTION

CO-PRODUCED BY VITTORIO

GASSMAN

HERBERT

OSCAR

ANITA

LOM · HOMOLKA · EKBERG

HELMUT DANTINE · BARRY JONES
ANNA MARIA FERRERO
MILLY VITALE · JEREMY BRETT

AND JOHN

MILLS

PRODUCED BY

DINO DELAURENTIIS · KING VIDOR
BASED ON THE NOVEL WAR AND PEACE BY LEO TOLSTOY

DIRECTED BY

"Takes its place in motion picture history with 'The Birth of A Nation' and 'Gone With the Wind'."
—Redbook

"A spectacular movie. Epic grandeur."
—Life

"The successor to 'Gone With The Wind' ... has fired a tremendous blast at the threat of television."
—N. Y. Mirror

"Impressive and exciting beyond words."
—N. Y. Times

"A truly great picture. More than a movie, more than entertainment. It is an experience in living!"
—L. A. Examiner

"Audrey Hepburn as Natasha is rare acting — certainly the best feminine performance of the year."
—N. Y. Herald Tribune

"A notable motion picture which can take its place in the film hall of fame. Many of the scenes have a rare and exquisite beauty such as is seldom seen in a motion picture."
—L. A. Mirror-News

"Formidable contender in the handful of the greatest motion pictures yet produced."
—Motion Picture Herald

"Sure to chalk up dazzling grosses. It has something to please everybody — high-brow, lowbrow and middlebrow."
—Film Daily

"A real blockbuster. Three and a half hours of cinematic magic ... big in the biggest sense."
—Variety



BOXOFFICE FLASH!

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Engagements

CAPITOL THEATRE
New York

PARAMOUNT THEATRE
Hollywood

Jam-packed theatres...
all-day lines...the biggest
rush of ticket buyers
in years and years!



VISTAVISION
MOTION PICTURE HIGH-FIDELITY

COLOR BY
TECHNICOLOR

ONLY TWO OPENINGS TO DATE—YET SPACE LIMITATIONS PREVENT OUR PRINTING THE DOZENS OF EQUALLY GREAT BOXOFFICE REVIEWS FROM BOTH COASTS, IN NATIONAL MAGAZINES AND IN THE TRADE PRESS. PARAMOUNT IS PLEASED TO HAVE MADE THIS IMPORTANT CONTRIBUTION TO THE 1956-1957 MOTION PICTURE SEASON!

TOA Preview

(Continued from page 1)

Executive convention chairman, have asked the companies to join in with the national exhibitor group in making the TOA meeting "an all-industry fair."

According to a representative of the MPAA, the companies which have been studying the TOA bid, have decided to set up a number of advertising and promotional displays on current and forthcoming motion pictures and to make available some new films for special screening for the TOA members attending the Sept. 20-25 meeting at the New York City Coliseum here.

It was pointed out that at this time, the companies "find it unlikely that they will be taking booth space at the trade show." In past years, the companies extended some financial assistance to exhibitor organizations holding annual meetings, took a number of booths at the accompanying trade shows, and were hosts at luncheons and dinners during convention time.

The Motion Picture Export Association will also take part in the TOA meeting by acting as host at a luncheon meeting for the foreign film people who are expected to be in the United States at that time, according to the MPAA official. It was pointed out that many of the foreign film delegations are not coming to this country for only the TOA convention, but to also conduct business while here.

Credit Plan Survey

(Continued from page 1)

learned here yesterday.

The sub-committee of the Motion Picture Association of America's sales managers committee, headed by William C. Gehring, vice-president of 20th Century-Fox, has compiled all the necessary data for launching a survey of the public's reactions in Indianapolis-Marion County to the plan.

It was stated that the sub-committee's members will meet with officials of a research organization, which will conduct the survey, next week to iron out last minute details so that the survey could be started by mid-September.

The distribution companies have thus far allocated \$25,000 for the project—the retention by the sub-committee of a research organization and for the survey itself.

UA Sets TV Sales Unit

(Continued from page 1)

television network for the sale of a package of 39 films for tv distribution. It was said that the asking price for the package was over \$1,000,000, or close to \$30,000 per film for multiple showings on tv commencing this Fall.

Among the pictures involved in this package of 39 features, a majority of them being produced after 1953, are "Top Banana," "Sabre Jet," "Man With a Million," "Operation Manhunt" and "Melba."

REVIEW:

The Vagabond King

Para.—VistaVision—Technicolor

HOLLYWOOD, AUGUST 31, 1956

ALL OF the rich materials that have made previous filmings of "The Vagabond King" successful are abundantly present in this one, plus the pictorial riches supplied so splendidly by the VistaVision process. The great "Vagabond King" music by Rudolf Friml is sung again, and greatly—by Kathryn Grayson, by the newcomer to top-bracket singing ranks, Oreste, and by Rita Moreno—and five more songs, by Friml and Johnny Burke, have been added to the original work. Production by Pat Duggan is luxuriously scaled, and the Technicolor treatment of the subject, in the spectacular sequences and in the intimate ones, is superlative. "The Vagabond King" of 1956 looks every inch the box office monarch "The Vagabond King" has always been.

Directed by the king of versatile directors, Michael Curtiz, with sweep, pomp and power, the screenplay by Ken Englund and Noel Langley keep the familiar old story moving steadily along at a smart pace, which is no easy trick in an undertaking of this vintage, and some ripely experienced actors contribute sound, common sense performances in roles that could get out of control in less skilled hands. Walter Hampden as King Louis, Sir Cedric Hardwicke as his counselor, to name two of many, furnish solid support to stars who, except when they're singing, need that kind. The story itself is too well remembered for synopsis at this late date.

The orchestral arrangements by Leo Shuken, Gus Levene and Albert Sendrey are properly conservative, for a work of this kind, and Charles Henderson's vocal adaptations and arrangements give the singers every benefit of expert presentation.

Music scoring is credited to Victor Young, and choreography by Hanya Holm includes a "Watch Out for the Devil" ballet such as King Louis never dreamed of but might have liked quite well.

Running time, 88 minutes. General classification. September release.

WILLIAM R. WEAVER

Joint Handling Seen Okay

(Continued from page 1)

ties for purposes of economy in operations was presented.

Unofficial Viewpoint

Speaking completely unofficially, the Justice officials agreed that occupancy of a single office building, use of a common film vault or film delivery service and the like by two or more distribution companies very probably would involve no anti-trust consideration.

However, the officials also feel that use of a common salesman by a group of companies, with such a representative applying the same or similar policies and following similar instructions would almost certainly be an anti-trust violation.

Depends on Details

Specific cases in between the two extremes would depend upon the details and manner of carrying out each plan, it was felt.

In any event, the Justice officials said, the question would be solely whether a specific operating plan could be construed as eliminating competition in film distribution. The existing industry Federal consent decree is not involved, it was pointed out, because nothing in the decree

prohibits consolidations of physical distribution facilities. Should questionable legal complications evolve from the operation of such an undertaking, it would require the bringing of an entirely new anti-trust action by the government to obtain court determination of the legality or illegality, as the case might be, of the operations in question, it was stated.

Urge Streamlining

Streamlining of physical distribution for purposes of greater efficiency and economy has been recommended to the industry from time to time. The industry was prepared to make an elaborate test of a specific plan in the New York City exchange area three years ago, but it was deferred when 20th Century-Fox withdrew from the plan in the interest of an individual launching of its Cinema-Scope process.

Favorable Reaction

Since then the project has been discussed intermittently and is now understood to be favorably regarded by some of the distributors for at least partial trial in various exchange centers throughout the country and at other strategic points.

20th-Fox News

(Continued from page 1)

486 shares of common stock were standing.

The earnings for the second quarter ended June 30, 1956 amounted to \$1,695,931 or 65 cents per share compared to the similar 1955 period of \$1,366,989 or 52 cents per share.

The financial report disclosed as of June 30, 1956, film rentals totaled \$47,321,374, leased television rights were \$2,340,000, other operating income totaled \$6,319,729, dividends added up to \$798,723, a gross income of \$56,779,826. Gross income for 20th-Fox in 1955 comparable period was \$56,617,317 with \$50,902,792 being derived then from film rentals.

Expenses which the film company accrued during the 26 week period ended on June 30, 1956 totaled \$160,185 as compared to \$50,627, Foreign, federal and other taxes income totaled \$1,462,971 as compared to the 1955 total of \$2,611,111.

Radio-TV Campaign

(Continued from page 1)

weeks, starting over the Labor weekend and climaxing on Columbus Day are planned. The program exceeds the promotion which preceded "The King and I" to the big grosses since "The Robe," said Einfeld.

The drive will be directed at every market in the U. S. and Canada, said, reaching 14,519,000 radio homes, 50 million out-of-home radios and a multimillion tv audience. Songs from the picture will be plugged on radio programs during the campaign, stars and producers of the film will be interviewed throughout the week end "Monitor" broadcasts.

An added feature, Einfeld said, will be interviews on NBC of leading motion picture exhibitors for their opinions on the production and to announce opening dates at their various theatres.

TOA Convention

(Continued from page 1)

Small Business Administration's attitude towards extension of loans towards these theatres. Among other topics which will be delved into are the TOA directors and the organization's membership committees are such issues as: real estate, taxes and insurance; foreign motion picture handling; advertising and publicity; the all-industry conference which has been recommended by the Senate Small Business sub-committee and which has been called for by Allied States Association; arbitration; the furtherance of TOA liaison with foreign film associations, and other topics.

Special consideration will be given by the TOA directors and members to the suggestion offered by Sam P. Anski, a member of the Council of Motion Picture Organization's tripartite, concerning an industry financial conference. Also, the national theatre public relations program which COMPO is studying in behalf of TOA, will be discussed.

MOTION PICTURE DAILY

80, NO. 45

NEW YORK, U. S. A., TUESDAY, SEPTEMBER 4, 1956

TEN CENTS

Showmanship

George Kemp Gets Quigley Grand Award

Quigley Is Presented At
Warner Meeting

By WALTER BROOKS
(Picture on Page 3)

Quigley Grand Award plaque
showmanship was, presented to
George Kemp, manager of the Mon-
mouth theatre, Passaic, New Jersey,
this morning at the opening of a
Warner managers' meeting
which, appropriately enough, to plan
a showmanship campaign.
Executives at the presenta-
tion included Harry Goldberg, adver-
tising and publicity director for the
(Continued on page 3)

Give USIA Program for 6 Months

From THE DAILY Bureau

WASHINGTON, Sept. 3.—The
Information Agency's motion
picture branch carried on an inten-
sive program during the first half of
the year, USIA director Theodore C.
Robert reported today.
That agency's semi-annual re-
port to Congress, Streibert said
the agency posts abroad completed
65 documentary and feature
films and more than 100 news
releases during the six months.
documentary films were produced
(Continued on page 3)

Suit Scores Deal RKO-Gera-Cleveland

Suit charging that Albert A. List
family acquired the Cleveland
Theatre Co. and the Gera Corp. "to
the disadvantage of RKO Theatres"
settled in Federal Court here Friday
by Judge J. Levinson, stockholder in
RKO. Defendants named were List,
Cleveland Co., Gera and RKO
Theatres Corp. (now List Industries).
The suit seeks judgments against
defendants for RKO Theatres'
profits and accounting "since it was
given the "opportunity to acquire
(Continued on page 3)

Cites 'Chaotic Results' Of Exhibitor Leadership

Emphasizing the mutuality to all
industry branches of the problems
confronting the industry today and
the need for contributions by all to
their solution, Barney Balaban, Para-
mount president, makes the following
statement in his letter to Ruben Shor,
Allied States president:

"If you will study the record over
the years fairly and note the chaotic
results to all branches of the industry
of the programs fostered by Exhibitor
leadership which were not statesman-
like enough to view the industry as a
whole, you will agree I am sure that
a different and more constructive ap-
proach is indeed overdue."

Roxy Sold at \$6,200,000

From THE DAILY Bureau

HOLLYWOOD, Sept. 3—National
Theatres president Elmer C. Rhoden
announced that the Roxy Theatre in
New York, has been sold to Westprop,
Inc., a subsidiary of Rockefeller Cen-
ter, Inc., for \$6,200,000. At the same
time, it was disclosed that Roxy The-
atre, Inc., NT subsidiary, has leased
the theatre and will continue to op-
erate it without a policy or person-
nel change.

Rhoden said, "The Roxy is a profit-
able operation, but it was not con-
sidered wise to have so much capital
(Continued on page 3)

First Reply to Shor

Para. Would Meet With Allied Alone

Opposed to Joint Conferences, Balaban Asserts; Reminds Problems Are Mutual

Paramount Pictures will be "glad" to discuss "with a few exhibitor lead-
ers" common problems in the hope of arriving at solutions of mutual advantage,
Barney Balaban, Paramount president said in a letter to Ruben Shor, Allied

Para.'s Meeting Views Shared By Majority

A spot check of production-distrib-
ution companies' home offices last week
revealed that a majority share Para-
mount's concern over anti-trust law
involvements should they participate
in any general conference with their
competitors and exhibitor representa-
tives, such as that being sought by
Allied States.

Inasmuch as some of the companies
have not yet sent their replies to
Ruben Shor, Allied president, they
asked that their names be withheld
until their responses have been put
in the mails. Their answers will be,
it was indicated in a number of in-
stances other than Paramount's, that
(Continued on page 3)



Barney Balaban

States president,
which was
made public at
the weekend.
But such a
meeting should
be held "with-
out our com-
petitors being
present," Bala-
ban added.

His letter was
in reply to one
which Shor ad-
dressed to the
presidents of

the 11 national producing and dis-
tributing companies on Aug. 2 in
which the Allied president requested
a meeting, first, of company presi-
dents with an Allied delegation, to
be followed by a larger meeting of
sales executives of the 11 companies
with the exhibitor representatives for
the purpose of carrying out any agree-
ments reached at the first session.

Balaban's letter is the first reply
(Continued on page 3)

Exhibitors Are Urged To Pay COMPO Dues

Exhibitors all over the country have
been urged to make prompt payment
of their COMPO dues in a letter sent
out over the weekend by Robert J.
O'Donnell, national chairman of
COMPO's recent successful campaign
for the reduction of Federal admission
taxes. The dues campaign opens next
Monday, with the collections to be
made by salesmen for the major dis-
tributors.

Branch managers of the distributors
will meet in their respective exchange
areas today to coordinate plans for the
allocation of districts and theatres
(Continued on page 3)

Televisión Today

IN THIS ISSUE

PAGE 6

- In Our View—An editorial on the aftermath of the televi-
sion coverage of the recent conventions.
- Spotighting the news in Television Today.
- Passing in review—The highlights in the last unspectacular
week of an unspectacular season.

PERSONAL MENTION

HERBERT J. YATES, president of Republic Pictures, and his executive assistant, WILLIAM SAAL, returned to Hollywood from New York over the weekend.

CLIFTON WEBB leaves New York for Europe today on the SS "Crisoforo Colombo."

RAOUL WALSH has arrived in New York from Hollywood.

NICK PERRY, vice-president and managing director for Europe and the Near East for Columbia Pictures International, arrived in New York over the weekend from Paris.

WILLIAM DOZIER, vice-president in charge of production for RKO Radio, will leave Hollywood tonight for New York.

HIMAN BROWN, producer, left over the weekend for Hollywood for conferences with RKO Radio executives.

Admission Prices Rise In Quarter Ending June

From THE DAILY Bureau

WASHINGTON, Sept. 3 — Admissions prices over the country rose slightly during the quarter ending last June 30, continuing a trend started with the December 1955 quarter, the Department of Labor has announced.

A small increase was noted in the prices for adults and for children, as well as in the combined price index for the June quarter.

The index for adult prices rose to 127.8 in the June quarter, from a March quarter figure of 126.3. The figure for children rose from 109.3 to 110.6 and the combined adult-child figure rose from 123.6 to 125.1. The department relates these figures to a base period covering the years 1947 to 1949, giving admissions, prices then a theoretical base of 100.

Paradise Wins Damages

From THE DAILY Bureau

HOLLYWOOD, Sept. 3—Alex and Max Schreiber, operators of the Paradise Theatre, have been awarded treble damages equalling \$60,000, by a Federal Court jury in an anti-trust suit against Fox West Coast circuit, 20th-Fox, and Loew's, Inc. The suit had charged the defendants with conspiring to prevent Paradise from obtaining seven-day pictures in the period from September, 1950, to September, 1951. The trial, conducted by attorneys Jack Corinblit and Fred Weller, consumed seven weeks.

Warner TV Commercial Unit Starts Operation

From THE DAILY Bureau

BURBANK, Calif. Sept. 3 — Warner Bros.' television commercial and industrial film department has begun operations with shooting on film commercials for the Eastman Kodak Co., first in a series to be made at the Burbank lot for national advertisers. First to start are commercials for Lever Bros. These productions will be the first to utilize the studio's facilities.

Television Set Shipments In June Total 388,914

From THE DAILY Bureau

WASHINGTON, Sept. 3 — Television set shipments to dealers in June increased substantially over the May level, but dropped from the amount shipped in June 1955, the Radio-Electronics-Television Manufacturers Association has announced.

388,914 sets were shipped this June, compared to 326,979 shipped in May 1956 and 407,087 in June of last year.

In the first half of this year, dealers received 2,775,022 sets, a drop from the 3,084,717 sets shipped in the first six months of last year.

Sets Distribution Deals

From THE DAILY Bureau

HOLLYWOOD, Sept. 3 — Herbert Kaufman, president of the newly formed Associated Producers, Inc., returned from a field trip during which distribution deals were completed with exchanges in six additional cities: Cincinnati, Boston, Indianapolis, Detroit, Memphis, Chicago. Deals had been set up in Pittsburgh and Washington, D. C., previously. Kaufman's eight-to-twelve picture production program was recently announced.

NEW YORK THEATRES

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Gremlins Au Contraire, Silverstone Not Einfeld

Those printers' gremlins which emerge from seclusion every now and then, presumably returned to town late last week after a summer in the Catskills. How else explain the appearance of 20th Century-Fox vice-president Charles Einfeld's picture in Friday's MOTION PICTURE DAILY where that of Emanuel Silverstone, vice-president of 20th-Fox International, should have been? Only thing that takes the sting out of this particular caprice is the happy circumstance that both victims, being men of handsome mien as well as distinction, suffered neither loss of admirers nor prestige in consequence of the inadvertent mis-labeling.

Nevertheless, our sincere apologies are extended to both for having permitted the gremlins to outwit us.

Republic Dividend

A regular dividend of twenty-five cents per share on preferred stock, payable Oct. 1 to stockholders of record as of the close of business on Sept. 10 has been declared by the board of directors of Republic Pictures Corp. at a meeting held at the company's offices here.

... NEWS ROUNDUP

Neilan Joins Kazan Cast

Marshall Neilan, well-known screen director but inactive for many years, has been engaged for an important role in "A Face in the Crowd" Elia Kazan's production now underway at the new Gold Medal Studio in the Bronx. This studio (formerly known as Biograph) was the site which Neilan turned out some of his early screen epics 35 and 40 years ago with Mary Pickford, Colleen Moore and other silent screen stars.

File Against Desilu

The Writers Guild of America West, filed a certificate of representation against Desilu Productions before the National Labor Relations Board and mailed ballots to Desilu writers it is announced by WGA executive director Frances Inglis. The announcement says Desilu Productions is the last remaining unorganized group in Hollywood.

THE BIG ONES..
are in **LIFE**
ADVERTISED IN **LIFE** THE BIG ONE IN MOVIE SELLING
LIFE's weekly audience is 26,450,000
Source: A Study of Four Media

MOTION PICTURE DAILY, Martin Quigley, Editor-in Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Wead, Editor, Telephone Hollywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams, Editor; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone Circle 7-3100. Cable address: "Quigpubco, New York." Mar. Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign; single copies, 10c.

Meeting

(Continued from page 1)

he will meet at any time with their customers or their customers' accredited representatives to discuss mutual problems or individual, specific complaints but that, on the advice of counsel, they must decline all invitations to participate in joint sessions which include their competitors, for the purpose of discussing policies. Shor's letter, mailed one month ago to the heads of 11 production-distribution companies, asked a small, confidential conference first, to be followed by a more general meeting of accredited representatives to spell out agreements reached by the top level conference. Both such meetings, Shor's letter indicated, would bring officers of all the companies into meeting rooms at the same times. This is what most of the company officials said they would not agree to, he questioned last week.

Shor's letter went to the presidents of Allied Artists, Columbia, Loew's, Paramount, RKO Radio, 20th Century-Fox, Universal, Republic, Warner Bros., United Artists and Walt Disney. Thus, if Allied wishes to discuss exhibitor problems with distributors, it will have to do so on a company-by-company basis in no cases, it appears.

Roxy Theatre Sold

(Continued from page 1)

ated in a single piece of real estate. This and other sales made during the past year and a half under our program of reducing and realizing real estate holdings have aggregated nearly ten million dollars. The Roxy sale will result in a long-term capital gain after taxes to approximately \$2,370,000, equal to \$2.37 per share on 2,699,486 shares now outstanding. After deducting Roxy mortgage bonds, \$2,000,000, and gains taxes and other items, cash will be increased by approximately \$3,000,000.

Shoden said that cash received from the Roxy sale will be available to carry out a diversification policy decided upon at a recent board meeting, stating, "our objective will be an investment in a company outside theatre business."

Exhibitors Urged

(Continued from page 1)

ing their sales personnel. Group meetings of salesmen, branch and district managers will be held next Monday to receive final instructions for the drive. As in former years, contributions of exhibitors will be matched dollar for dollar by the distributors.

Kemp Wins Quigley Award Balaban



M.P. DAILY PICTURE

AWARD DAY for George Kemp, manager of the Montauk, Passaic. Before fellow managers in division meeting Friday at the Stanley Warner Newark office, he received from Harry Goldberg, circuit vice-president who supervises publicity and advertising—and who is a former winner—the Quigley Grand Award for showmanship. In array above are Tony Williams, Kemp's district manager (Bergen); Goldberg and Kemp; Charles Smakwitz, zone manager; and Edgar Goth, zone advertising manager.

(Continued from page 1)

Stanley Warner circuit and for Cinerama, who won the same high honor in 1935, the second year of the Quigley Awards, and Charles Smakwitz, zone manager for the circuit in New Jersey, who introduced the speakers.

The Stanley Warner circuit have reasonable reason for being proud of the fact that they have had Quigley Grand Award winners, from the very beginning. Harry was among the first and so was Jules Seltzer, who also won in the Philadelphia zone, in the same period. Then followed, Lige Brien, who was a winner from the Ambridge theatre in Pittsburgh, and since, there have been William Wyatt,

manager of the Virginian theatre, Charleston, W. Va., and also Everett Callow, who was another early winner from the Philadelphia area.

Interesting, in the presentation of the Quigley Grand Award Plaque to George Kemp, is the fact that he also won the Stanley Warner national contest as the best showman of the year, with the same campaign. This was for a trip to Europe with all expenses paid, reciprocal with the Associated British Cinemas, of England, who exchange these courtesies with the Stanley Warner Corporation in America. We have just saluted and entertained James Burns, from England, who won the opposite award this year.

New Suit Scores Deal

(Continued from page 1)

the properties instead."

A previous suit to halt acquisition of the companies by RKO Industries was filed in Federal Court in June by Isabella J. Selman, holder of 3,000 shares of RKO Theatres stock. She had objected to the acquisition of the two firms as a "waste of corporate assets."

Active U.S.I.A. Program

(Continued from page 1)

in the U. S. for overseas use and in addition 15 pictures were acquired from private organizations, the report said. It added that some 12,000 copies of new language versions of other film releases were sent overseas and that 60 films were added to the approximately 900 now available for tv use abroad.

A ten-minute film on the President's "open skies" disarmament proposal is now running in 32 languages in 78 countries, Streibert reported.

The six month period also saw increased USIA activity in the television field, the report states.

Astaire Studios Start Expansion Program

Interstate Circuit, Inc. will operate Fred Astaire dance studios in Houston and Dallas, Tex. as the start of a large-scale expansion program by the dance organization, Charles L. Casanave, president of Fred Astaire Dance Studios has announced.

This marks the beginning of a program, Casanave said, in which Astaire Studios are seeking to place their operations in the hands of leading circuits throughout the country. Other agreements in more cities are pending, he said, and other Texas cities are being considered.

The Alameda Theatre in Houston is undergoing remodeling to open early in Fall as the first of the Texas-Astaire studios under Interstate management.

CBC Expenditures Rise

The Canadian Government reports that expenditures for the Canadian Broadcasting Corporation in the 1955-56 fiscal year increased to \$31,155,977 from \$29,236,931 in the 1954-55 fiscal year.

(Continued from page 1)

to Shor to be made public in the month that has elapsed since Shor's letter was written.

In his reply the Paramount president states that he is aware of the problems confronting the industry today to which the Allied officer has reference and asserts that Paramount has been doing its utmost to confront those problems by making "greater and better" pictures which the public will want to see, and by spending more money than ever before to bring the pictures to the attention of the public. He adds that Paramount has taken cognizance of the difficulties of many small exhibitors and has continued to service them with films at near or less than the break-even film rental level.

Balaban's letter then observes that "many exhibitors" have failed to recognize or admit that the problems of the industry today affect distribution and production as much as they do exhibition.

Scores Attitude

"If this attitude is retained by exhibitor leaders as well as by exhibitors individually," Balaban asks, "how can any conference result in any constructive conclusion about anything?"

He suggests that the record be reviewed and note taken of the "chaotic results to all branches of the industry of the programs fostered by exhibitor leadership which were not statesmanlike enough to view the industry as a whole." A different and more constructive approach," he observes, "is indeed overdue."

"I concur with the Report of the Senate Small Business Committee in which they say that there is a vital need for a new spirit of cooperation among the various segments of the industry. Is it not time for us to first honestly define the area in which mutual assistance may occur and then go on—as far as possible—to try to implement a program designed to help all of us?" Balaban asks.

Urges Problem Study

"Without prejudging anything, it may be that under present conditions some exhibitors, as some of us, may have to continue to struggle unilaterally with the economic and competitive problems that beset them, just as such problems have beset us."

"But, if not in this area, why should other areas not be explored where common problems exist, hopefully to arrive at solutions of mutual advantage? If such a meeting could be held in the spirit of these comments, we would not only be willing, we would be glad to sit down at a conference with a few exhibitor leaders or heads of Exhibitor Organizations to discuss these common problems and their possible solutions."

"In our judgment, such a conference should be held without our competitors being present. Apart from possible legal complications, no useful purpose would be served in doing otherwise. Each company has its own problems, its own way of doing business and its own policies," he said.

HERE'S ONE LEADER IN EVERY FIELD!

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Richard Widmark
in
The Last Wagon

COLOR by
DE LUXE

CINEMASCOPE

co-
starring

FELICIA FARR

Produced by
WILLIAM HAWKS · Directed by
DELMER DAVES · Screenplay by
JAMES EDWARD GRANT, DELMER DAVES and GWEN BAGNI GIELGUD Story by
GWEN BAGNI GIELGUD



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Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

One Set of Brains

► Albert McCleery, chief of staff of NBC-TV's five-day-a-week anthology series, Matinee Theatre, was the subject last week of some sharp criticism on the part of the TV-radio branch of the Writers Guild of America, West. The WGA noted that Mr. McCleery took the occasion of Matinee's 200th performance to bemoan the lack of good stories and to blame writers for not supplying them. Said the WGA, in part: "The situation is more serious than Mr. McCleery's gratuitous criticism of writers would indicate. Aside from the fact that he is so unique a showman that he doesn't seem to mind advertising to the general public that his sponsored program is not as good as it could be, this cramming of hundreds, if not thousands, of scripts a year through a single set of brains, however superior they might be, plus making all the major casting and production decisions involved, can lead to the worst desecration of the art of drama in the history of entertainment. TV-play presentation can slip back 25 years before it has gone ahead 10 . . ." If nothing else, this WGA blast might make the NBC press department a little self-conscious about their endless stream of Matinee Theatre statistics.

Successful Test

► George Gold, president of Telestudios, New York, reports that his company's July 16 test of its "closed circuit audience research" plan has proved itself able "to investigate and evaluate TV commercial and program problems with insight and accuracy never before approached." Under Telestudios procedure, test material is piped, via closed circuit, directly into the viewer's home.

Big KAB Project

► The day before yesterday, the National Audience Board, through some 600 affiliated regional committees throughout the country, conducted a precedent-making nationwide survey of audience reaction to TV programming over a continuous 12-hour period. The results, of course, won't be known for some time, but eventually they

should prove significant. Each of the reviewing committees sent out from 20 to 100 questionnaires to members of a cross section of the entire viewing public. With an anticipated 10 per cent return, the NAB hopes to realize a truly representative picture of general public preferences.

Commendation for NBC

► A resolution commending the NBC Television Network for obtaining the television and radio rights to broadcast the World Series and the All Star Game for the next five years, for its coverage of the Andrea Doria collision and for outstanding improvement in daytime programming was unanimously adopted by the NBC-TV Affiliates executive committee at a meeting in New York. Walter J. Damm, vice-president and general manager of WTMJ and WTMJ-TV, Milwaukee, and chairman of the executive committee, announced the resolution.

Top Story Award

► For the third year, KRON-TV, NBC outlet in San Francisco, has won the "Top Story Award" of the California State Fair and Exposition. KRON's winning entry this year was the station's television coverage of last Winter's floods in northern California. Presentation of the award was made Saturday in Sacramento by Governor Goodwin J. Knight.

Another Sell-Out

► WCBS-TV, CBS New York flagship station, reports that its daytime stripping of My Little Margie and Amos 'n' Andy both have been completely sold out for the Fall season. New sponsors for the shows, which became in their first 10 weeks the highest rated daytime shows in New York, both network and local, up to 6 P.M., include Anahist, Fresh Pine Deodorant, Thomas Bread, Imperial Margarine, Buitoni, Bissell Proctor Electric, Presto, Continental Baking, Bon Ami and Bayer Aspirin.

Variations

► Continuing and returning television shows this Fall will be seeking to add variety to familiar for-

mats, one way and another. In the case of the Theatre Guild's U.S. Steel Hour (CBS-TV), an interesting variation will be the November 21 show, a musical adaptation of Mark Twain's "Tom Sawyer" with book and score by Frank Luther. It will mark U.S. Steel's first venture into the perilous world of song and dance.

Names Committee

► Harold E. Fellow, president of the National Association of Radio and Television Broadcasters, has announced the membership of the association's 1956-57 television film committee. Harold P. See, KRON-TV, San Francisco, is chairman. Other members are Elizabeth Bain, WGN-TV, Chicago; Joseph L. Floyd, KELO-TV,

Sioux Falls; Gordon Gray, WRB-TV, New York; Elaine Phillips, WSPD-TV, Toledo; Kenneth Tedwell, Jr., Charlotte; Raymond Welpott, WRGB, Schenectady.

More Convention

► It's never too early to get going on these convention plans. The National Association of Radio and Television Broadcasters is doing just that. Last week Harold E. Fellow, president, named as co-chairmen of the 1957 35th annual convention of the NARTB, Kenneth L. Carter, WAAM(TV), Baltimore, and Herbert L. Kruse, WTAG, Worcester. The meeting will be at the Conrad Hilton, Chicago, April 7-11. The chairmen have named their committee and called a first meeting for Sep-

In Our View

NOW THAT the tumult and the shouting have died, conventioners have returned home and the politicking is in a warmup stage before the fireworks. It is a time for stock-taking, with respect to the late, lamented conventions of both parties and the handling thereof by television.

The industry, despite a degree of carping criticism from some biased quarters, despite one unsavory blast leveled at CBS, and quite effectually smashed by all the networks acting in happy harmony, Television came through with flying colors. There was talk of the conventions having been a television "flop." Don't you believe it. Lots and lots of millions of plain folks, across the length and breadth of this broad land, looked, listened and absorbed a vast amount of information, instruction—and boredom, it's true—concerning both political conventions.

By and large, the television networks, without regard at this moment to which one had the greatest audience for either or both meetings, did a good, clean-cut, workmanlike job. Intelligence, good judgment, good taste, expert technical handling characterized the networks' reporting of the events to the nation, and they are to be roundly commended for the job done. It is by no means to be concluded that television has supplanted any other medium of communication in reporting such events at this, but rather that this new and expanding medium supplements and complements existing media. Perhaps one of the most important values of television is to make the protagonists even more conscious of their responsibilities, in that they perforce come right into the living rooms of the folks they want to impress.

The competition which was engendered in the coverage of the meetings was good, healthy and productive of fine results.

—Charles S. Aaronson

Passing in Review

THE TELEVISION INDUSTRY last week was inching toward the end of an unspectacular summer season in appropriately unspectacular fashion. The one "big" show of the week was ABC-TV's Red Goose Spectacular, Saturday, the first of three shows to originate from the St. Louis area and designed to amuse the small fry. The premiere program had moments of fun, when the educated beasts were in the spotlight, but it also contained long stretches of the kind of small talk that does not necessarily amuse small fry.

With one unassuming exception, it was a bleak week for the live broadcast. That exception was the lightly ironic "Company Wife," directed by Ira Cirkor for NBC-TV's Robert Montgomery Monday night. Here was an amusing, caustic tale of the witchery that sometimes guides the careers of earnest, hard-working businessmen. The ladies—Elizabeth Montgomery, Mary K. Wells, Jan Miner and Peggy Feury—turned in top-notch, occasionally vitriolic performances that added bite to the Martha Graham script. It gave one a feeling of gladness—if not security—about a man.

The best of the week's hundreds of re-runs was a Jackie Gleason re-mooners piece, CBS-TV, Saturday, wherein Ralph Kramden attempted to outwit his landlord and a 15 per cent rent increase. Mr. Gleason's Stage Show, immediately following, continues its tuneful, corny way with the able Tommy and Jimmy Dorsey. —V.C.

KAISER ALUMINUM HOUR: "A Fragile Affair," NBC-TV, 1 Hour, 9:30 P.M., EDT, Tuesday, August 28, 1956. Live, from New York. For Kaiser.

Somebody goofed. It's hard to tell whether it was Fielder Cook, who produced and directed, or John Howard Lindsay, who adapted the old Ferenc Molnar play, "A Delicate Story," for television. The goofing lay in the indecision as to whether "A Fragile Affair" was to be simple farce, high comedy, tragi-comedy or pastry shop operetta-without-music. The dialogue, rococo and redundant, suggested the latter. The performers, however—Eli Wallach and Gaby Rodgers, played it as if they were doing "Anna Christie." The confusion was all the more difficult to understand because there was, underneath all the contradictions, the germ of an amusing, appealing situation. And all the people involved, before and behind the

TALL TALE

Here we go again dept.—or, the Russians are at it again! This time it is reported (by Moscow radio) that the Reds are building in Moscow what they say will be the biggest (of course) TV antenna in existence. Lightweight material in a tower higher than the "largest skyscraper in New York," say the specifications. At least it may be taken as axiomatic that when taller tales are built, Russia will build them.

camera, are in the front rank of local television talent.

U.S. STEEL HOUR: "The Five Fathers of Pepi," CBS-TV, 1 Hour, 10 P.M., EDT, Wednesday, August 29, 1956. Live, from New York. For U.S. Steel.

According to television dramatists, Italians who live in Italy are exactly like those many Italians who live in New York's lower east side—that is, cute, quaint and occasionally quarrelsome. "The Five Fathers of Pepi," by Jane and Ira Avery, took a situation from which gallons of sweet tears already have been successfully wrung and managed to make it stilted, dull and almost wholly unappealing. Laid in a musical comedy writer's idea of present day Italy, the story concerned a cute orphan, his five quaint and quarrelsome foster fathers and the attempts of an American couple to adopt him. Paul Newman starred with Tommy Rao as the little boy. Young Mr. Rao was fine, but then it would be positively unItalian-American to fault an orphan.

PLAYHOUSE OF STARS: "Strange Defense," CBS-TV, ½ Hour, 9:30 P.M., EDT, Friday, August 24, 1956. Film. For Schlitz Beer.

David Brian and Constance Ford offer a pair of sound, expert performances in this filmed play which recounts the dilemma in which a man finds himself when it appears that the wife he thought had died in his arms was in reality not his wife but a hitherto unknown identical twin. The twin had been involved with the police, which led to a detective entering the case and confronting Brian with the problem. The manner in which the dilemma is resolved emerges smartly and effectively, thanks to a tightly written and well performed script. Robert Cornthwaite is good as the detective. Direction is on a par with the writing.

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80, NO. 46

NEW YORK, U. S. A., WEDNESDAY, SEPTEMBER 5, 1956

TEN CENTS

What's News

British Film Makers Desire More Bookings

Expanded Market Needed to Production Costs

By LESTER DINOFF
(Picture on Page 5)

Increasing production costs are forcing British motion picture producers to seek broader markets for their films, according to independent producer John Boulting, who yes-

advised American exhibitors more courageous in booking films "despite dialogue and difficulties."

Boulting, who is partner in Charm Productions, Ltd., which recently completed "Private's Progress" for distribution in America by United Artists Corp. of America, said American exhibitors are not

(Continued on page 5)

Sales-to-TV Pact

or More Away

From THE DAILY BUREAU
HOLLYWOOD, Sept. 4—Although sources on both sides locally are negotiating between major studios and labor organizations toward an agreement on terms of splitting profits from the sale to television of features made subsequent to the "cut-off date," Aug. 1, they decline to confirm that plans are in the making. MOTION PICTURE DAILY learned that discussions on the subject have been held

(Continued on page 4)

Goldwyn vs. F.W.C. Suit

for Trial on Oct. 1

One of the Samuel Goldwyn anti-trust suits against Fox and West Coast Theatres has been set for Oct. 1 in U. S. District Court at San Francisco.

James A. Mulvey, president of Samuel Goldwyn Prods., returned to New York yesterday following conferences with Goldwyn attorneys in San Francisco and a visit to the Goldwyn studio in Hollywood.

Japan Seeks \$2,000,000

Japanese motion picture companies are striving to boost their business in the U. S. market to a gross of \$2,000,000 annually by creating more interest in their product among American audiences and exhibitors and by producing a portion of their films in wide-screen processes, according to Yoshihiko Tamura, foreign manager for the Daiei Motion Picture Co., of Tokyo. Tamura, who is in the U. S. supervising the dubbing of "Seven Wonders of the World" into Japanese, said that one way in which his country's five top producers will seek to boost interest in their films is by holding a film festival.

Acquiring VistaVision Camera

The Daiei film executive said his company has recently purchased its first VistaVision camera and that it will be delivered next month. "Before the end of this year, we will have one picture ready for exhibition in the VistaVision process," Tamura stated. "Thus far," he added, "Japanese films have been considered art house fare." By utilizing VistaVision the market

(Continued on page 4)

Love the Movies

Boston, Omaha, Nashville Editors Defend the Film Publicity Man

By GUS DALLAS

On the heels of reports published here last week indicating a trend toward overemphasizing tv-radio coverage in newspapers, studies from more cities show that sometimes motion pictures do get breaks and that publicists are still held in esteem by metropolitan editors.

Sam Bornstein, managing editor of the Boston, Mass., *Sunday Advertiser*, contradicted the "lazy publicists" opinion uttered last week by a New York editor. Bornstein praised both Boston and New York publicity people for delivering good material which "is very important from a news viewpoint."

Bornstein cited Ernest Emerling of Loews, Mori Krushen of United

Newspaper Plugs Movies and Safety

Motion pictures in Chicago received a plug in connection with holiday traffic safety over the Labor Day weekend.

"Go to a Movie—It's Safer" was the headline over Sam Lesner's motion picture column in last Friday's *Daily News*. The lead paragraph of the film review column picked up the theme with "Going to a movie over the long weekend holiday is less hazardous than hot-rodding it around the countryside. Adults as well as teenagers can see some very special films this weekend."

Favors Independent Sale To Iron Curtain Nations

By WILLIAM R. WEAVER

HOLLYWOOD, Sept. 4—Ellis Aronson, president of the Society of Independent Motion Picture Producers, said here last night that he will counsel independent producers to make their product available to Iron Curtain countries and to step up their sales throughout the foreign field

(Continued on page 5)

Along Broadway

Holiday Brings Lively Grosses To First-Runs

Report Neighborhood Situations Good, Too

Lively business was registered over the Labor Day weekend at most Broadway first-run situations, swelling this week's grosses to robust proportions. Neighborhood situations, too, according to Loew's Theatres and RKO Theatres spokesmen, enjoyed good holiday business.

At the Radio City Music Hall, a big \$180,000 is seen for M-G-M's "High Society," which garnered \$143,000 over the holiday period. The first week of 20th Century-Fox's "Bus Stop" at the Roxy Theatre is expected to hit a substantial \$132,000 for an opening week gross.

The Roxy theatre said that the 20th-Fox film did the biggest Labor Day weekend gross in five years, including a new record for Sunday business. The CinemaScope production scored \$101,000 in its first four days and capped Sunday by a gross of \$33,000 representing more than

(Continued on page 5)

Technicolor in Italy Increases Capital

Special to THE DAILY

ROME, Sept. 4—"Technicolor Italiana" is the new designation of the "Societa Applicazione Colore," recently authorized by the Government to enlarge its capital from one million lire (1,500 dollars) to two billion lire (about 3 million dollars). The firm is the Technicolor Corporation's Italian subsidiary.

(Continued on page 5)

Philadelphia Revises Theatre Fire Laws

Special to THE DAILY

PHILADELPHIA, Sept. 4 — The fire code which governs the showing of motion pictures and the seating of audiences in Philadelphia theatres is undergoing a drastic revamping under orders of Fire Commissioner Frank L. McNamee, a theatre chain

(Continued on page 5)

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1956

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PERSONAL MENTION

MAX E. YOUNGSTEIN, United Artists vice-president, will return to New York today from Hollywood.

FOSTER M. BLAKE, Universal Pictures Western division manager, left here yesterday for key cities of the Midwest. He will return on Sept. 13.

WILLIAM J. HEINEMAN, United Artists vice-president in charge of distribution, returned to New York yesterday from the Coast.

EDWARD MOREY, Allied Artists vice-president, and **EARL REVOIR**, assistant treasurer, have arrived in Atlanta from New York.

WILLIAM O. STEER, formerly with MCA of Canada, has been named national sales supervisor for Screen Gems (Canada) Ltd.

ARTHUR HERZOG, Jr., screen publicist and correspondent for *Motion Picture Daily* in Detroit, is visiting in New York.

CHESTER PICKMAN, Connecticut salesman for Paramount, has been transferred to the New York exchange.

B. E. HOFFMAN, of Connecticut Theatres, has been elected chairman of the New Haven Hebrew Scholarship Fund.

MILTON E. COHEN, United Artists Eastern and Southern division manager, has returned to New York from Boston.

JAMES R. VELDE, United Artists general sales manager, returned to New York over the weekend from a two-day convention of the company's Canadian district.

MILTON SELDMAN and **CHARLES SCHNEER**, Columbia Pictures studio executives, have left New York for London via BOAC.

SOL SHAPIRO, Coast agent, has returned to New York from London via BOAC.

Hugo Sonnenschein, 72

HIGHLAND PARK, Ill. Sept. 4—Hugo Sonnenschein, 72, prominent Chicago attorney and member of the law firm of Sonnenschein, Berkson, Lautmann, Levinson & Morse, died over the weekend in Pebble Beach, following an illness. Sonnenschein represented Balaban & Katz Theatres for a number of years.

Find Choice Of New TOA Head a Poser

The Theatre Owners of America's nominating committee, of which vice-president Albert M. Pickus of Stratford, Conn., is chairman, is confronted by a difficult task in selecting a new president for the association to succeed Myron N. Blank, it has been learned.

According to a TOA official, many top circuit executives who would be logical candidates for the presidency have declared they are unable to accept the post because it would require so much time away from their duties.

Pickus pointed out recently some qualifications for the post: "The man must have enough money to be able to travel extensively at his own expense while his current affiliation runs by itself for one year; he should have excellent speaking ability and be well-liked and respected by all branches of the industry, and should be able to assume office following the TOA convention this month."

Might Be Blank Again

The nominating chairman said that at present "no one is definitely in mind for the office." However, it was indicated that Blank might be prevailed upon to accept a second term.

Among the TOA members mentioned for the post are such prominent exhibitors as J. J. Rosenfield of Spokane, Ernest Stellings of Charlotte, Pat McGee of Denver and George Kerasotes of Springfield, Ill. However, it was reported recently that Kerasotes has been seriously ill and might therefore be unavailable.

Another problem confronting the TOA nominating committee is whether or not there is still a need for the organization to have an executive director. Since the time that Gael Sullivan resigned that post, TOA has been without a full-time principal executive. The New York headquarters staff is presently headed by Joseph G. Alterman, assistant secretary of TOA, and Claude Mundo, assistant to the president of TOA.

Mundo joined the national exhibitor organization last Winter following the resignation of George Gaughan as TOA field representative. Alterman has been with TOA for over a year handling administrative matters.

Pickus to Be Chairman

Chairman of the 1956 TOA nominating committee will be Albert M. Pickus, Stratford, Conn., vice-president of TOA, it was announced yesterday by Blank.

Serving with Pickus on the committee will be Mitchell Wolfson,

Report on Brazil Highlights MPEA Meet

A report on Brazilian film affairs, given by Harry Stone, Motion Picture Export Association representative in Brazil, highlighted yesterday's meeting of the MPEA's board of directors.

Stone told the MPEA board that the most important issue in the Latin American market is the ceiling on admission prices.

The directors were also informed that MPEA vice-president Robert Corkery is leaving today for Argentina, where he will confer with governmental officials next Monday on Argentinian price ceilings. Corkery, who will be gone six weeks, will also visit Peru, Chile, Brazil, Venezuela and Mexico.

Irving A. Maas, MPEA vice-president, is also leaving the U. S., the MPEA board was informed. Maas is leaving here tomorrow for Manila, where he will look into the Philippines difficulties which American film companies are experiencing.

Red China Seeking Western Film Imports

Special to *THE DAILY*

ROME, Sept. 4.—A special government agency has been opened in Prague, Czechoslovakia, by the Communist Republic of China for the import of films from the Western World, according to Mr. Tsai, general director of the Republic's film affairs.

At a Venice news conference here last week, Mr. Tsai said that Peking, Shanghai and Tohang Tehuen have studios. He did not reveal the number of features made but added that 101 shorts were produced in the past year.

Kentucky Allied Sets Meeting for Oct. 2

Special to *THE DAILY*

LOUISVILLE, Sept. 4.—Allied Theatre Owners of Kentucky will hold its second annual meeting on Oct. 2 at the Sheraton-Seelbach Hotel here, it was disclosed by president E. L. Ornstein, who said that the general meeting will be preceded by a dinner meeting of the board of directors on Oct. 1.

Miami, Fla.; E. D. Martin, Columbus, Ga.; R. M. Kennedy, Birmingham, Ala.; Robert Livingston, Lincoln, Nebr.; Albert Forman, Portland, Ore.; and Edwin Gage, Oakhurst, N. J.

The committee will hold a pre-convention meeting at the Henry Hudson Hotel Tuesday afternoon, September 18. Its slate of officers will be presented at the board of directors meeting Wednesday morning, September 19, at the Hotel Pierre.

... NEWS ROUNDUP

Coast Studios Making 36

The total number of pictures work at the Coast studios dropped 36 this week as a result of four pictures being completed and no new pictures going into production. Completed were: "Seven Waves Away" (Columbia); "The Little Hut," Robson-Herbert Prods. (Metro-Goldwyn-Mayer); "Duel at Apache Well" (Republic) and "I Married a Woman" (RKO Radio).

Brandt Heads Stamford Firm

Harry Brandt, head of Brandt Theatres, is listed as president of a new Connecticut company, the Fairfield Theatre Corporation, Stamford, which has filed a certificate of organization with the Secretary of State's office.

The firm lists subscribed capital \$1,000; paid in cash, \$1,000; president, Brandt; vice-presidents, Mel Miller and Richard Brandt; treasurer, Henry L. Barber; secretary, George Goldson.

First Run to Pitt Drive-in

"Run for the Sun," United Artists picture which had been scheduled in the Penn Theatre, Pittsburgh, will instead into the Greater Pittsburgh Drive-in first-run in one of the few instances that a picture scheduled for a downtown de luxe wound up in drive-in. The hit run of "High Society" forced the switch from the Penn to the outdoor theatre.

Special Trailers for 'Giant'

Instead of the customary film clippings, Warner Bros. will use watercolor drawings in the advance trailers for the George Stevens' production "Giant." The drawings, which were done by Russell Roberts, present highlights from the picture.

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Films to TV

(Continued from page 1)

between major companies, though not all, in New York and here.

Discussions are said to be entirely exploratory, however, at this point, and to contemplate a long negotiation period before agreements satisfactory to all can be implemented.

Date Set by SAG

The "cut-off date," Aug. 1, 1948, was set, originally, by the Screen Actors Guild, following an extended struggle with the Association of Motion Picture Producers and other producer groups over producer reluctance to agree in principle that an actor whose work has been performed for theatrical exhibition is entitled to additional compensation if it is subsequently exhibited by other means. After the "cut-off date" had been set with the SAG, other unions and guilds accepted the same date for their basis of agreement with employers.

Producer contracts with all guilds and unions now contain a clause which renders them null and void if pictures produced after the "cut-off date" are made available to television without re-negotiation for permission to do so on payment according to a scale to be mutually agreed upon.

This contractual bar against selling post-1948 product to television has been almost universally observed by producers, and producers who have not observed it have had service withdrawn from them by all labor groups, leaving them unable to engage in film production within the United States. Some violators have been reinstated after paying guilds and unions reparatory amounts.

Wide Harm Feared

The formula reportedly under discussion would give talent and labor a 25 per cent share in the revenue from tv sales. Published accounts do not mention any new "cut-off date" to be established. Unofficial opinion is that (1) getting all guilds and unions to agree on any percentage figure would take a year or more, and (2) if no new and satisfactory "cut-off date" were established, thus leaving producers free to dump their flop-product into tv at salvage prices immediately following theatrical first run, not only producers and production personnel in general are in for sharp reductions all along the line, but thousands of exhibitors will be forced out of business.

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One Man's TV Views

By Pinky Herman

CBS-TV has promoted Gilbert A. Ralston to the newly-created post of director of network programs. William Morwood takes over as exec producer and is succeeded as story editor by Crandall Brown, who used to be story editor at M-G-M, each reporting to veep Harry Omerle. . . . Lend an ear and orb to pert and talented Ann Gilbert, Groove recording star, who'll guestrill tonite on the "Perry Como Show." . . . Produced by Lou Edelman, the "Adventures of Jim Bowie," a series of half-hour telefilms based on the life of one of the most colorful figures of the old "wild west" and starring Scott Forbes, will debut Friday, TVia ABCchannels. The mayor of Bowie, Texas, a community of 4,544 citizens, has proclaimed this day "Jim Bowie Day" and because of the town's high elevation the program co-sponsored by the American Chicle Company and Chesebrough-Pond can be seen on Channels 3 and 5, Wichita Falls and Ft. Worth, respectively. . . . Esther Williams returns from her successful Wembley Stadium (London) aqua spectacular next Wednesday to start rehearsals for a 90-minute NBCcolor spectacular skedded for Saturday, Sept. 29.

★ ★ ★

Shuttered for three months during which it was completely remodeled and refurbished and proudly displaying the "new look," Paul Taubman's Penthouse Club, long a favorite haunt of the motion picture and tv fraternity (and sorority) will hold a gala reopening Saturday.



Paul Taubman

Mine Host, Paul, is himself one of the Main Stem's most popular figures, being the ork pilot of several television programs, including "Tic Tac Dough," "Winky-Dink and You" and "Twenty-One." . . . Walt Framer's "CBStrike It Rich" quizzeroo will originate in Los Angeles the week of Oct. 8. Framer is toying with the idea of adding a new wrinkle to the program, an annual "Miss Strike It Lovely" beauty contest. . . . Before returning to New York Johnny Andrews had built up such a large and loyal audience for his "Morning Bandwagon" show over WTAM in Cleveland that Bill Handle, top deejay there, has invited Johnny to do his old program over WERE next Sunday. Producer Bud Ford and director Mort Fleischman and Henry (Hot Lips) Levine, who were and still are associated with Andrews, will accompany him. Incidentally, Levine will add to his baton chores next Monday when he conducts a small orchestra on the new "Tex & Jinx" hour (1:00-2:05 P.M.) before the WRCameras.

★ ★ ★

Some few years ago, when the impact of tv upon motion picture theatre box office, and long before Hollywood and TVeeps and Madison Avenooers decided that each had much to offer the other and began "to go steady," motion brass came up with a slogan, "Movies are your best entertainment." SOoooo along comes NTA prexy Ely Landau who agrees 100 per cent with that statement, but adding the words "when you see them on your tv screens." With that he proceeds to purchase hundreds of feature length, short subjects and newsreels from major Hollywood companies and after editing, splicing, cataloging and grouping same, is making available to networks and tv stations, films which star the cinema's greats, including such names as Lillian Gish, Francis X. Bushman, Mary Pickford, Wallace Beery, Anna Held, Marie Dressler, Charles Chaplin, Fatty Arbuckle, Lillian Russell, Douglas Fairbanks, Houdini, W. C. Fields, Charlie Murray, Walter Catlett, to name a few. (With such an array of names NTA should do a LANDAU-ffice business.)

★ ★ ★

Activity at the West Coast Service Studios goes into high gear next week when Video Pictures starts production on four telefilm commercials in Eastman Color, to be produced-directed by Charles L. Turner. Sponsored by S & H Green Stamps, the series will have Arlene Francis as hostess.



Ely Landau

Japan Seeks

(Continued from page 1)

for the product will be broadened considerably, he asserted.

Tamura said that one of the reasons Japanese films have not enjoyed business during the past is that English sub-titles have been used instead of dubbing the films into English. "It costs about \$20,000 to dub a Japanese film into English, and in many cases we never earn that investment back," he pointed out.

Commenting on the festival plan, Tamura said he is working on the proposal with the Motion Picture Export Association. He said the whole festival idea is subject to approval in Tokyo, but if it is approved, the screenings of five especially selected films would commence on Oct. 21 at the Museum of Modern Art here.

Japanese Producers Halt Sales to TV

The principal motion picture producers in Japan have reached agreement in a plan whereby they will stop their sale of old product to commercial television, it was disclosed here by Yoshihiko Tamura, foreign manager for Daiei Motion Picture Co. of Tokyo.

Tamura said that Japanese television is starting "to make a serious dent in motion picture business throughout the nation. Therefore, the producers have resolved to halt the sales of old films, effective on Sept. 1, to television."

The Daiei executive said that the Japanese public is buying television receivers at the rate of 10,000 sets per month.

FCC to Push Research On UHF Television

From THE DAILY Bureau

WASHINGTON, Sept. 4 — The Federal Communications Commission has asked key groups in the television industry to meet September 5 to discuss a "crash" research and development program for the UHF channels.

Among the organizations asked to attend are the National Association of Broadcasters and the Radio Electronics Television Manufacturers Association.

An accelerated research program on the UHF field was part of the FCC's June 25 decision involving the eventual switch of all television broadcasting to the UHF band.

L. A. Judgments Signed

LOS ANGELES, Sept. 4 — Judgments against Sidney A. Kurstin in three percentage actions brought by distributors have been signed by U.S. Judge Peirson M. Hall in Federal Court here. The actions by Paramount, Columbia and Universal against the former operator of the Boulevard Theatre in Belvedere Gardens, Cal., resulted in judgments aggregating \$2,899.35, including costs.

Publicity Man

(Continued from page 1)

rough with good material and they are the most adept at other news-worthy angles."

The Omaha, Neb., *World-Herald* is a newspaper that seriously considers tv-radio a major competitor and treats the medium as such in print. Except for items about local personalities in tv-radio and occasional "special" program stories, the *World-Herald* gives it no space in its columns other than program listings. Motion pictures get "average" treatment during the weekend and an amusement section on Sunday. The *World-Herald* recently obtained rights to a new tv station which hasn't started operating yet, but motion picture people are optimistic of continued advantage because, even though the newspaper owns a radio station, it has never unbent its policy of competition toward the air wave media.

Favored in Tennessee

A check of four major newspapers in Tennessee showed that motion pictures were ahead in that state in the matter of proportionate free news space. The Nashville *Banner* and the *Kennesaw* charge one-half to two-thirds of the full ad rates to run daily radio logs as a result of a movie operators' protest two years ago. The *Kennesaw* dropped their advertising and printed their own paper for a short time but were forced to accept ad rates and return to the dailies. The Chattanooga *Times* accents motion picture promotion in its pages over tv-radio. The tv-radio logs are "sponsored" by local companies. Schedules appear interspersed with bread, milk and gasoline ads. The Knoxville *Journal* runs a motion picture column and a daily listing of special interest billings. The daily tv station column is paid for by a local station.

Iron Curtain' Sales

(Continued from page 1)

When he meets with the SIMPP membership at the Beverly Hills Hotel tomorrow.

Arnall has engaged in pre-meeting conferences with Jack Lamont, European observer for the Independent Motion Producers Export Corp., who is here and will make a report on the European market developments at tomorrow's meeting.

The SIMPP president said he believes as a result of recent conferences with State Department officials in Washington that the latter is in favor of American motion pictures being sold to Iron Curtain nations.

Arnall said after a study of problems confronting the independent producer that he is convinced that the most important among them is the need for expanding the exhibition of their product. "The best place to do this is in the foreign market, which continues to grow and is ready for more product, especially that of independent producers who release through local importers."



M.P. DAILY PICTURE
John Boulting

U. K. Market

(Continued from page 1)

prepared to gamble on British product, even when confronted with a shortage of product from their own producers."

Speaking at a trade press conference, the British producer said that U. S. exhibitors "could do themselves some good by playing British product as, in time, their patrons would become conditioned to see British films, would recognize British film actors, and help producers expand their markets." Boulting added that television in the U. S. has been a major factor in helping foreign product, particularly British films, receive larger acceptance. However, he said that he wasn't impressed with American tv's handling of films as "I didn't know what was going on in the picture and I could not understand the dialogue. It was a poor film show."

Queried by Schwartz

Boulting said that most British producers recognize the value of the American market, but feel that they are "never getting enough out of the U. S. market as British films are confined mainly to art houses." He said that it is his hope that within a short time, the language difficulties could be resolved. Fred Schwartz, president of DCA, interjected at this point that he sees "Private's Progress" as having about 2,500 U. S. bookings. Schwartz said that the average "art" house circuit consists now of between 400 to 500 theatres.

Commenting on co-production arrangements with American producers, Boulting said that he can not see them as he "does not want to compromise in production as compromises may eliminate some qualities which our films may possess." The British producer added that the utilization of American stars in British films "sometimes bring forth bastard product which neither pleases British or American audiences."

Will Produce Three

Boulting said that within the next 12 months, his company will produce three films, "Brothers in Law," "Lucky Jim," and "The Vengeance of Private Pooley."

Holiday Takes

(Continued from page 1)

20,000 admissions. The preceding Labor Day box office champion at the Roxy was "People Will Talk" in 1951.

The Paramount Theatre reported that United Artists' "The Ambassador's Daughter" will have an opening week's gross of \$45,000 while Paramount's "War and Peace" at the Capitol Theatre chalked up \$65,000 for the three day weekend and gives theatre officials an optimistic second week gross of \$121,000.

'Moby Dick' in Ninth Week

The ninth week of "Moby Dick" at the Criterion Theatre is due to register a thriving \$26,000 and a high \$12,000 at the Sutton Theatre, where the Warner Brothers film is also playing. Republic's "Lisbon" at the Mayfair Theatre is also doing healthy business as \$19,000 is forecast for an opening week's gross.

"Away All Boats" at the Loew's State chalked up \$17,500 for the Labor Day weekend with a \$22,500 week gross expected. "Autumn Leaves" is expected to take in \$18,000 in its fifth week at the Astor Theatre with \$18,000 seen for the second week of "The Burning Hills" at the Victoria Theatre.

Los Angeles Film Business Big Over Holiday Period

LOS ANGELES, Sept. 4—Motion Picture business for Columbia's "The Solid Gold Cadillac" and Paramount's "War and Peace" was reported by the film companies as "terrific."

Columbia said that its production grossed more than \$13,000 during the three day Labor Day holiday weekend at the Beverly Hills Theatre and reached \$40,500 for the one week and six days of the engagement thus far. Paramount said that "War and Peace" is duplicating in the second week at the Hollywood Paramount Theatre the record breaking first-week gross of \$35,000.

Technicolor in Italy

(Continued from page 1)

ian combine for the development and printing of color film. Kay Harrison is managing director of the company and Herbert T. Kalmus is executive vice-president. On the board of directors are Kalmus, Sir Overy Thomas Stuart, Prof. Giuseppe Ferri, Pasquale Ciomenti, Kay Harrison, Comm. Salvatore Persichetti, Marquis Arturo de Pinedo, and Dr. Silvio Bartoluzzi.

Philadelphia Revises

(Continued from page 1)

owner himself and a one-time president of United Artists. He explained that the change in the old fire code is due to the fact that in the past four years the film manufacturers have been producing a new-type safety film that is not flammable, and this type has been in use in Philadelphia's film houses.

National Pre-Selling

WHILE on location in Egypt for "The Ten Commandments" and also in the Hollywood studios, Yul Brynner made some exciting color photos of his co-stars and Cecil de Mille, which appear in the September 14 issue of "Collier's."

The photos are used in an article titled "Yul Brynner's Candid Camera Covers 'The Ten Commandments.'" The article opens on a two-page spread on which there is a photo that extends across two pages. Brynner took this photo of de Mille while he was getting ready to shoot the scene in the bulrushes of the Nile, where a few minutes later the infant Moses appears. The article continues on another spread on which photos of the other stars of the film appear, namely Edward G. Robinson, Nina Foch, Sir Cedric Hardwicke, Vincent Price, John Carradine and Charlton Heston.

Florence Somers recommends "High Society," "Riffi" and "The Ambassador's Daughter" to the readers of "Redbook's" September issue.

"The King and I," reports Marshall Scott in the September "Cosmopolitan," "is one of the greatest musicals ever to come out of Hollywood. This is a visual and aural delight. Yul Brynner repeats his stage triumph as the semi-barbaric King of Siam, and Deborah Kerr is captivating as the timid but indomitable English woman."

The entire "Hollywood Scene" department in the September issue of "Seventeen" is devoted to "Fire Down Below," the Warwick film. It is a location story in Port-of-Spain on the island of Trinidad. The stars of this Columbia film, Rita Hayworth, Robert Mitchum and Jack Lemmon, are shown in photos on the streets of this quiet South American city.

A well-written, forthright article on Ingrid Bergman appears in the September 18 issue of "Look." The article is illustrated by photos made by David Seymour at the Cannes Film Festival and at the 20th Century-Fox studio in Paris. The photos, made at the studio on the sets of "Anastasia" with Yul Brynner and Anatole Litvak, appear as harbingers of another good Bergman film.

"Hollywood Weddings" are the subject of an interesting article in the September issue of "McCall's." The story of motion picture stars' nuptials opens on a two-page spread. Among the stars whose wedding pictures are used to illustrate the article are Grace Kelly of "High Society" and Elizabeth Taylor, star of "Giant."

"Coronet" in the September issue recommends the acting of Robert Wagner in Paramount's "The Mountaintain."

WALTER HAAS

REVIEWS
THAT GUARANTEE
A ***RUN***
FOR YOUR MONEY!

"Widmark has never
given a better
performance! Mighty
fine mystery thriller!"

— N. Y. Daily News

"Down in Mexico
some talented moviemakers
have put their skilled
hands together to make
a neat thriller!"

— N. Y. Times

"Boxoffices
will hum merrily!"

— M. P. Daily

"A real thriller! Tingling
melodrama! Keeps
an exciting pace throughout!"

— N. Y. Post

"Suspense-thriller
that should encounter
a good reception,
generally!"

— Variety

"Tingling bundle of film
excitement! Nerve-startler!"

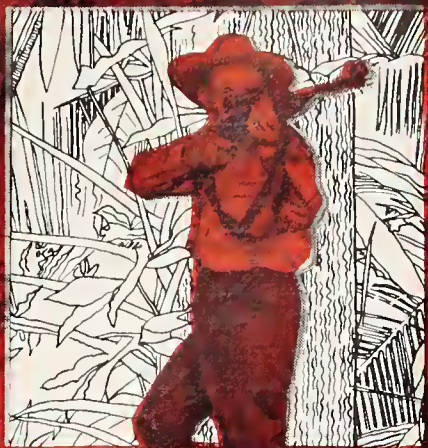
— N. Y. World-Tel. & Sun

"Exhibitors will be
highly pleased with
the merchandise on view!"

— M. P. Herald

"A first rate thriller!
Taut action...
excellent production!"

— Hollywood Reporter



THE MOST STARTLING
JUNGLE ADVENTURE
EVER LIVED BY MAN...

"Spine-titillating suspense!

Will prove to be

a seat filler and

audience pleaser

in all of its playdates!"

— Boxoffice

RICHARD
WIDMARK
TREVOR
HOWARD
JANE
GREER



RUN FOR THE SUN

with PETER VAN EYCK • Directed by ROY BOULTING • Based on Richard Connell's "The Most Dangerous Game" • Screenplay by DUDLEY NICHOLS and ROY BOULTING

Produced by HARRY TATELMAN • Executive Producer ROBERT WATERFIELD

IN
SUPERSCOPE
235
in **TECHNICOLOR**®

A RUSS-FIELD Production

THRU
UA



MOTION PICTURE DAILY

L. 80 NO. 47

NEW YORK, U. S. A., THURSDAY, SEPTEMBER 6, 1956

TEN CENTS

reamlining

Meet Sept. 17 On Business Management

MPAA Committee May Pick Group to Study Methods

Representatives of the sales managers committee of the Motion Picture Association of America will meet with a number of business management groups in two weeks to select an organization which would make a study of the industry with a view to recommendations designed to increase operational efficiency, it was announced yesterday.

The MPAA representatives who will meet with the business management group include John O'Connor of Universal Pictures, A. Montague of Columbia Pictures, Charles Reagan of Loew's, Inc., and Robert Rubin of Paramount Pictures.

The meetings will take place sometime during the week of Sept. 17, it was said. The company officials, a

MPAA Applies Global Formula to France

The Motion Picture Export Association has applied the global formula in dividing 110 import licenses among its member companies in France during the year commencing Jan. 1, 1956 and ending on June 30, 1957, it was announced here yesterday.

Under the new division, Allied Artists receives five licenses, Columbia, Loew's, 15, Paramount, 13, RKO

Laurentiis to Make 'Sea Wall' for Columbia

Vittorio DeLaurentiis, producer of "The Sea Wall," has been signed to personally produce "The Sea Wall" for Columbia Pictures Corp., it is announced by Harry Cohn, president of Columbia.

With a cast headed by Sylvia Magano, Mrs. De Laurentiis in private life, the picture will go before the cameras in Indo-China in January.

First Post-1948 Sale

United Artists Is Selling 39 Feature Films to WRCA-TV

By LESTER DINOFF

United Artists Corp., and WRCA-TV, New York, have concluded a deal whereby the owned-and-operated station of the National Broadcasting Co., acquired a package of 39 feature motion pictures, 13 in color, for presentation on television by mid-September, 1956, it was announced here yesterday by William N. Davidson, station manager for WRCA-TV.

House Again To Probe TV

From THE DAILY Bureau

WASHINGTON, Sept. 5.—The House Judiciary Subcommittee today announced it will resume its investigation of monopoly problems in the television industry with 10 days of hearings in New York City, starting Sept. 13.

The hearings, which will take place in Room 110 of the Federal Building on Foley Square, will be held on

Export Corp. Success, Arnall Tells SIMPP

From THE DAILY Bureau

HOLLYWOOD, Sept. 5.—Independent Film Export Corp., set up a year ago by the Society of Independent Motion Picture Producers as a "pilot plan" to the test feasibility of distributing independent product abroad directly through independent foreign distributors, has worked out

REVIEW:

LUST FOR LIFE

MGM—Metrocolor

THIS PICTURE truly is out of the ordinary. It qualifies as a work of art which should not, however, be relegated to the art houses. It speaks esthetically and even thrillingly and to all kinds of people; and it is the sort of which most will say on leaving the theatre—"wasn't that a beautiful picture!"

Here is the result of careful planning plus artistic technicians plus direction plus CinemaScope plus Metrocolor. Each scene is able to stand alone and sometimes is so much a triumph of artistry that it could stand still and as an enlargement be framed and rival the paintings. The Metrocolor along with lighting and type casting which itself is rare

Coast View

See U.A.'s Deal As Precedent For New Films

Could Set Pattern for Post-1948 Sales to TV

By WILLIAM R. WEAVER

HOLLYWOOD, Sept. 5.—United Artists' sale of 39 post-1948 features to television may turn out, designedly or by coincidence, to be a "trial balloon" with respect to all features produced after August 1, 1948, the cut-off date.

Although no major companies have openly advocated selling post-1948 features to television, it is now confirmed by the Association of Motion Picture Producers executive that "the subject is under discussion."

At the same time, the Screen Ac-

Golden Laurel Goes To 'Divided Heart'

Special to THE DAILY

EDINBURGH, Sept. 5.—"The Divided Heart," Great Britain's film entrant, has been selected as the 1956 recipient of the Golden Laurel Award, presented annually by David O. Selznick to the motion picture making the greatest contribution to international good will and understanding. This represents the third time in seven years that a British film has won the award.

The Right Honorable Walter El-

SBA May Meet Sept. 17 On Industry Loans

From THE DAILY Bureau

WASHINGTON, Sept. 5.—The Loan Policy Board of the Small Business Administration today tentatively set September 17 as the date of its next meeting. The board is expected at that time to consider the industry's application for a change in the rules to allow loans to be made to small exhibitors. A. Julian Brylawski, TOA representative, who filed the TOA brief with the SBA, consulted again today with Administration officials.

PERSONAL MENTION

SAMUEL GOLDWYN, Jr., is in New York from Hollywood.

ERIC JOHNSTON, president of the Motion Picture Association of America, is in New York from New Hampshire.

JAMES PERKINS, executive vice-president of Paramount International, returned to New York yesterday from Hollywood.

MERVIN HOUSER, RKO publicity director, will return to the Hollywood studio on Monday following a vacation in Northern California.

E. S. GREGG, president of Westrex Corp., has returned to New York from the Coast.

OSCAR A. MORGAN, Paramount short subject sales manager, has left here for a vacation at the Thousand Islands.

ROBERT ALDRICH, producer, will arrive in New York by plane today en route to Venice.

ELIZABETH IRIS GANAK, of Belmont, Mass., has become engaged to **CHARLES T. ROSEN**, of International Latex Corp., son of **SAMUEL ROSEN**, executive vice-president of Stanley Warner Corp.

Mullin and Lydon Heard At Boston Compo Meet

BOSTON, Sept. 5 — William Kumins of Warner Brothers, area exchange chairman for the council of Motion Picture Organizations committee, called a meeting this morning for all district and branch managers for the kick-off of the 1956-57 COMPO dues drive.

Martin J. Mullin, president of New England Theatres, and Frank Lydon, executive secretary of Allied Theatres of New England, both exhibitor members of the tax committee, told of the past work of COMPO in the fight for tax reductions and stressed the need for further funds.

Those present included Ralph Iannuzzi, Al Levy, Joseph Gins, Welden Waters, Gaspar Urban, Jack Gubbins, Tom O'Brien, Benn Rosenwald, Judson Parker, Ben Abrams, Harry Segal, Myer Feltman and Otto Ebert.

Kumins has called a second meeting for Monday morning at the M-G-M screening room for all film salesmen, who will be given a briefing on canvassing their territory for exhibitor dues.

Federal Admission Tax Collections to June 30 Only Slightly Below Last Year

From THE DAILY Bureau

WASHINGTON, Sept. 5—Federal general admissions tax collections in the year ended June 30 were just a sliver behind collections in the previous year, according to the Internal Revenue Service.

The Service reported collections in the 1956 fiscal year as amounting to \$104,018,000, compared with \$106,086,000 in the 1955 fiscal year. General admissions tax collections include taxes paid on admissions to legitimate theatres, sports events and other spectator entertainment, as well as to motion picture theatres.

Collections in the quarter ending June 30 amounted to \$23,666,000, slightly ahead of the \$23,321,000 for the like 1955 period, the Service reported.

This will be the last period for some time when one quarter's collections can be compared to those of a corresponding quarter in the previous year. That's because the recently-enacted admissions tax cut will reduce receipts in the July-September quarter, throwing off comparisons.

UA Opens Florida Exchange Sept. 10

United Artists' Corp. thirty-third domestic exchange branch will be formally opened in Jacksonville, Fla., on Sept. 10, according to William J. Heineman, vice-president in charge of distribution.

Heineman and James R. Velde, general sales manager, will preside over the official ceremonies, which will be attended by regional theatre owners and circuit officials, including Byron Adams, who will take over as manager of the new branch.

Adams will leave UA's Atlanta, Ga., exchange, where he was manager for five years. He will be succeeded by William Hames, formerly of the Dallas, Tex., office.

With the activation of the Jacksonville branch, the Southern district will comprise five exchanges. The others are located in Atlanta, Dallas, Charlotte, N. C., and New Orleans, La.

17 French Films Set For U. S. Distribution

Seventeen French motion picture productions are set for distribution in the U. S. by the end of 1956, according to the French Film Office.

United Motion Picture Organizations is releasing "Riffi," "Les Grandes Manoeuvres," "Don Juan" and "Marianne de ma Jeunesse"; Kingsley International, "The Proud and the Beautiful," "The Doctors" and "We Are All Murderers"; Columbia Pictures, "The Silent World"; Times Films, "Nana" and "The Respectful Prostitute."

Ellis Films is releasing "Fruits of Summer"; Continental Distributing, "The Snow Is Black"; Commercial Pictures, "Therese Raquin"; Theatrical & Video Corp., "Ali-Baba"; Trans-Lux Distributing Corp., "Escalade a Orly"; Arias Pictures, "Huit-Clos," and Walt Disney, "If All the Guys in the World."

MPEA Plan

(Continued from page 1)

Radio, 11, Republic, eight, 20th Century-Fox, 14, United Artists, 10, Universal International, 11, and Warner Brothers, 12.

Under the old agreement, Allied Artists had five licenses, Columbia, 11, Loew's, 14, Paramount, 12, RKO Radio, 12, Republic, nine, 20th-Fox, 13, United Artists, 11, Universal-International, 11, and Warner Brothers, 12.

Rank Closing 40 Theatres by October

From THE DAILY Bureau

LONDON, Sept. 5—The J. Arthur Rank Organization has announced the closing of some 40 small Odcon-Gaumont Theatres by the end of October as "the logical consequence of the Lord Chancellor's refusal to cut the entertainment tax last April."

Rank added that for a number of years business at these theatres has been unsatisfactory in view of the steep rise in operating costs and the high incidence tax. He said the step had been taken "with great reluctance with full awareness of all consequences including the loss to local film goers and the British film industry."

Pa. Allied Committee

PITTSBURGH, Sept. 5.—Harry Hendel, general chairman of the 34th annual Allied Motion Picture Theatre Owners of Western Pennsylvania convention to be held in Hotel Roosevelt Oct. 1 and 2, has announced his committee. They include Danny Castelli, Morris M. Finkel, Dave Hadburg, Elmer Hasley, Norman Mervis, Steve Rodnok, Jr., Bert Stearn, Ernie Stern and Ernie Warren. Important industry leaders have been invited to attend and speak at the convention.

Building Code Hearings Set

Special to THE DAILY

ALBANY, Sept. 5 — Proposed revisions to Code No. 36, which applies to places of public assembly in New York State, will be discussed at public hearings before the Board of Standards and Appeals, Department of Labor, in New York City, Albany, Rochester and Buffalo, the week of Sept. 17. All sessions will start at 10 A.M., the first one being scheduled for New York Sept. 17.

Theatres Affected

Copies of the code, whose provisions affect motion picture theatres, may be obtained at the office of the Board of Standards and Appeals, 1 No. Pearl St., Albany, or at 27 Broadway, New York City.

The proposed revised code, which in mimeographed form runs 53 pages long, would replace the present code in effect since May 1, 1949. It is described as "simplified and less restrictive" than the code now in force, although meeting sound safety standards in every respect.

The code would not apply to New York City, nor to other cities having a building code enacted by the legislative body of such city.

Last Hearing Sept. 20

The three-man Board of Standards and Appeals hopes to whip the code into final shape within 60 days after the last hearing, on Sept. 20. The round-tables are not expected to be as prolonged or complex as those which took place, over a period of months, in 1952-53. That proposed revised code did not come to fruition. The new one most certainly will according to Board members.

The presumption is that it will take effect May 1, 1957.

Todd, Jr. to Committee

Mike Todd, Jr., has been elected member of the National Junior Committee for the Will Rogers Memorial Hospital and Research Laboratory.

He will assist in the special benefit premiere arrangements of his father's picture, "Around the World in 80 Days," which will have a benefit performance sponsored by the National Junior Committee Oct. 18 at the Rivoli Theatre here for the Will Rogers Hospital.

Loew's Dividend

Directors of Loew's, Inc., yesterday declared a regular quarterly dividend of 25 cents per share on the outstanding common stock, payable September 30th to stockholders of record on September 17, 1956.

of Drive-ins

Record Set at Watertown

John and William Sirica and Fred Catrano reported all-time grosses cashed at their Watertown Drive-In, Watertown, Conn., with a second-week engagement of Paramount's "The Proud and Profane."

Maryland Unit Operating

The new Lake Drive-In Theatre, Jessesville, Md. was opened to the public last week, with many theatre present on opening night to send their best wishes to the owner, Monroe Stem, Ted Barnes, and Jack Ruby. Plans for the new theatre and the RCA equipment were furnished by Ted and Elmer Brient of Washington.

Chicago Theatre Opposed

Eight Chicago community associations, representing about 2,000 persons, have joined to fight the construction of a drive-in on the East Side of Milwaukee Avenue between Dempster Street and Golf Road.

Marquee Idea in Hartford

Thet Philbrook of the Meadows Drive-In, Hartford, took a full-length picture of Audie Murphy from "Walk Proud Land," 24-sheet, pasted it on beaverboard, and erected the new novel bit of promotion atop his highway marquee.

Lbany Palace to be Convention Site

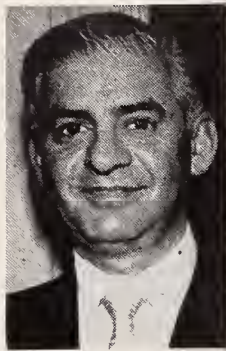
Special to THE DAILY
LBANY, Sept. 5.—Fabian's Palace has been rented for the Democratic State convention on next Monday, Sept. 10. It is the first time in recent years that a local theatre has been the site of such a gathering. The 3,650-seat playhouse was hired because accommodations would be more comfortable and acoustics would be better than at the state Armory. The annual meeting of New York Central Railroad stockholders was held at the Palace some weeks ago.

lan Testimonial on Cast to Corwin

From THE DAILY Bureau
OLLYWOOD, Sept. 5.—A testimonial luncheon honoring Sherrill Corwin on the occasion of the 25th anniversary of his Orpheum Theatre Los Angeles will be arranged by friends of Corwin's. It will be held at the Statler Hotel, Sept. 20. As of today, more than 750 reservations have been received. In the arrangements committee for the testimonial are Edwin F. Zabel, Lesser, William Forman, Harry Aur, Marco Wolff, Syd Lehman, Bert Cummings, O. N. Srere, Fredenberg and Jack Gross.

Sol Schwartz Chairman For 'Pioneers' Dinner

Sol A. Schwartz, president of RKO Theatres Corp., has been named chairman of the annual dinner of the Motion Picture Pioneers, it was announced by Jack Cohn, president of the industry veterans group.



Robert J. O'Donnell, general manager of Interstate Circuit, Inc., of Texas, will receive the organization's tenth annual "Pioneer of the Year" award at the affair, to be held Nov. 30 at the Waldorf-Astoria Hotel.

Special Toronto Show For 'War and Peace'

TORONTO, Sept. 5.—The University Theatre here was recently the scene of a special showing of Paramount's "War and Peace" to a group of Canadian opinion-makers, preliminary to the Dominion premiere of the Ponti-DeLaurentis production October 5 at the Imperial theatre here. On hand to greet Canadian cabinet ministers, city council members, radio and tv commentators and patrons of the arts were Alexandra Tolstoy, sole surviving offspring of Leo Tolstoy, who wrote the novel, and Arthur L. Mayer, special promotion consultant to Paramount on the picture. TV appearances, luncheons and other functions culminated in a showing of the picture, which was well received.

'Oklahoma!' in London

"Oklahoma!" opened in London in what was termed one of the greatest entertainment and social events in the history of the city's West End, according to Robert S. Wolff, RKO Radio Pictures' managing director for the United Kingdom. Diplomatic figures, film notables and other prominent citizens swarmed to the gala European premiere of the Rogers and Hammerstein production at the Odeon Theatre in Leicester Square.

The picture had been heavily pre-sold for weeks before the premiere. It was featured on tv-radio and by a "surrey with a fringe" touring London shopping centers.

Plan 2 Films on Mexico

MEXICO CITY, Sept. 5 — Color production of two films, one dealing with the downfall of the Aztecs and the other a biography of Mexico's 19th century president, Santa Ana, will be undertaken at a total cost of \$4,000,000 by Francisco Z. Clemente, president of Trans-America Productions. Clemente announces that he is negotiating with Raoul Walsh to direct both pictures.

Taplinger Reassures British: No ABPC Sale

From THE DAILY Bureau

LONDON, Sept. 5 — Warner Brothers Pictures, Inc., has no intentions at present of selling its holdings in Associated British Pictures Corp., according to Robert S. Taplinger, vice-president in charge of advertising and public relations for Warner Bros., who arrived here from France following conferences there with Jack L. Warner, president of the production-distribution company, and Serge Semenenko, company director.

Taplinger will return to Paris from here for more talks with Warner, who is scheduled to return to New York next week. Semenenko, first vice-president of the First National Bank of Boston, is due to return to the U.S. in early October. Taplinger is planning to return to New York shortly.

Soviet Buys Eight More Italian Films

By ARCEO SANTUCCI

ROME, Sept. 5.—Eight new Italian films will be released in the Soviet Union this year to augment the 20 features which were purchased in 1951, according to Alexander N. Davidov, president of Sovexportfilm, government agency which controls distributing and exhibiting in Russia.

Speaking at a news conference in Venice, where they are attending the International Film Festival, Davidov and Alexander S. Feidorov, head of production of the State Department for Motion Pictures in the Soviet Union, said that there is a great anticipation in Moscow and Leningrad for the already announced new Italian pictures.

"The only requisite we look for in buying features from foreign countries," Feidorov said, "is that they be entertaining and artistic. We do not pretend to impose on our audiences a certain preference—we try to give them as large a choice as possible. For this reason we imported Italian features with a social background, comedies and musicals," he said.

'Killers' Reissue to Open at Palace

"The Killers," a Universal-International crime-suspense topliner of 1946, with Burt Lancaster and Ava Gardner starring, will open at the Palace Theatre in New York Sept. 14. The film will have an extended run, remaining until the opening of the Judy Garland stage engagement late in September. Eight acts of vaudeville will be included on the program. At a later date Universal plans subsequent runs of the film in combination with "The Sleeping City" (1950), a suspense drama starring Richard Conte.

Fox Is Ready With 12 for Rest of Year

A program of 12 major attractions tailored to meet the requirements of the fall-winter exhibition season between September and December, has been set by 20th Century-Fox, bringing to 31 the total number of productions the company will release this year. The dozen films, of which nine are in CinemaScope and three in Regalscope, an anamorphic medium compatible with CinemaScope, are part of a multi-million-dollar project set by the company to assure a continuous flow to theatres of important and diversified films.

Preceded in national release by two of the year's big grossers, "The King and I" and "Bus Stop," the 12-picture roster will feature such outstanding films as "Anastasia" and "Love Me Tender" with Elvis Presley.

'Last Wagon' in September

September releases include "The Last Wagon" and "The Best Things in Life Are Free." October brings into release "Between Heaven and Hell," "Stagecoach to Fury" and "Teenage Rebel." November will bring the aforementioned "Anastasia" and "Love Me Tender" and also "The Outlaws Are in Town."

December brings the new CinemaScope version of "Jesse James," "Three Brave Men," "Do Re Mi," and "The Black Whip."

Two of David O. Selznick's better known attractions of the past, "Rebecca" (1940), starring Sir Laurence Olivier and Joan Fontaine, and "The Third Man" (1949), starring Orson Welles, Joseph Cotten and Alida Valli, also will be released in October.

Record Contest Plugs 'Best Things in Life'

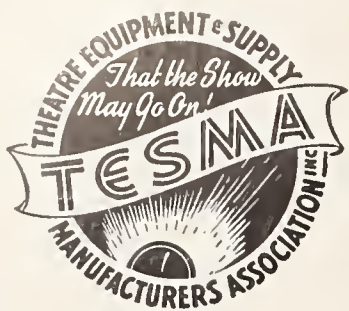
A national disc jockey contest plugging "The Best Things in Life Are Free" was launched over the Labor Day weekend by Twentieth Century-Fox Film Corp., it was announced.

Radio listeners are being asked to select, in short letters, which recording of the film's title song they enjoyed the most. Weekly and grand prizes of U. S. Savings Bonds, cash, record albums and theatre passes are being offered as part of the pre-selling campaign.

The contests will be run and judged by individual disc jockeys in key cities.

Radiant Screen Sales Up

CHICAGO, Sept. 5.—According to H. E. Eiler, president of Radiant Manufacturing Company, the company's sales volume on projection screens for theatres, homes, schools, churches and industry will run an estimated 25 per cent ahead of 1955 sales.



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UA Sells 39

(Continued from page 1)

schedules. The first telecasting of the UA product, according to Davidson, would take place within two weeks over the WRCA-TV "Evening Theatre" program.

Official in Comment

A United Artists executive said, when informed of the WRCA-TV announcement, "that the company is still in negotiations and that a deal has not been consummated" for the package of 39 films. He said that the talks have been conducted at a network level.

The sale of the UA product to television, the negotiations for which have been reported in MOTION PICTURE DAILY over recent weeks, leaves Universal Pictures and Paramount Pictures as the sole remaining major companies which haven't sold any of their feature backlog to "the competitive entertainment medium."

Unions Concerned

The UA post-1948 product sales to television caused some concern among officials here in the American Federation of Musicians and the Screen Actors Guild, organizations which have agreements with the companies pertaining to television film sales. An official of AFM, after conferring with some of his colleagues, said that the musician's union would still secure a five per cent for music rights whether the films be pre- or post-1948 product. The SAG representative here said that television film sales and their conditions are handled in Hollywood, but it is his understanding that special negotiations concerning actor benefits in the UA product sale could be opened shortly. He said that the SAG contract covering television film sales provides for the guild to receive from 12-and-a-half per cent to 15 per cent of actor salaries paid in production of the feature.

Films Listed

Among the UA package of 39 features sold to WRCA-TV, the films which the company is still making available to theatres, which are in color are: "Melba," "Top Banana," "Sabre Jet," "Island of Desire," "Fort O'Brien," "Gog," "Bwana Devil," "Monsoon," "Man with a Million," "Hark River," "The Scarlet Spear," "Riders to the Stars," and "Hotel Sahara."

The black-and-white product includes: "The Green Glove," "No Escape," "Man with My Face," "The Village," "Man in Hiding," "Canyon Crossroads," "Personal Affair," "Shoot Out," "Twist of Fate," "He Ran All the Way," "Outpost in Malaya," "The Duke," "Magnetic Monster," "The Marshall's Daughter," "Act of Love," "The Man from Tangiers," "Fort Alamo," "1, the Jury," "Diamond Warden," "Operation Manhunt," "Lawless Rider," "The Jackie Robinson Story," "The Squaresooter," "Noose Hangs High," "Canon City" and "He Walked by Night."

Lust for Life

CONTINUED FROM PAGE 1

perception, gives to the picture the chiarascuro found in the old Dutch masters, the warm lushness associated with traditional painting, and on occasion the brightness of color found in the Dutch impressionist, Van Gogh.

The story itself (about Van Gogh) has been translated by Norman Corwin from Irving Stone's novel with able compression and acuity. Its dialogue never is halting nor trite nor stilted and its emphases all are correct. It follows logically the man's career through its gropings with self-expression, its numerous wrong turns, its breakthrough and culmination.

It tells too of his early and continuing torments and breakdowns and ultimate insanity. Kirk Douglas gives to the role not only startling resemblance but verisimilitude. His crude and bursting energy, his impatience with an inability at social procedures, his consequent isolation and torturing loneliness, his inept gratitude and repulsive responses, his reiterative pattern for alienating all who would be his friends, his inhuman concentration on painting, his despair and desperation and a rage which he finally turns on himself, all this is literally Van Gogh.

Although as indicated here, this is a one man show, able and quietly convincing acting support comes from James Donald, as Van Gogh's brother and his financial and moral bulwark to the end; from Anthony Quinn, as the renowned painter and lover and brawler, Paul Gauguin; from Niall MacGinnis, postman and loyal friend in the village where Van Gogh does great work; and from many other perfectly cast and able performers and character actors.

THE STORY enters Van Gogh's life as he distorts and flunks a missionary career in the Belgian mines. Art may be the answer to his explosiveness, and he studies in Holland academically. A mistress who also is a model during this period never is an abiding interest; and he is alone again. In his home town, the natives resent him and he embarrasses his relatives. Only in Paris, exposed to the impressionists, does he find his métier. There and in the south of France, he paints in his new style, his only.

He also quarrels with Gauguin, his only friend, slashes off his own ear, and has himself committed. Emerging and painting in convalescence near Paris, he does his best work, but then feels again that desperate rage and this time shoots himself.

The picture is a credit to the technicians and performing talent, to director Vincent Minnelli, producer John Houseman and associate Jud Kinberg who dared to avoid contrivances of cliché romance and instead related a tale with reasonable honesty. They have made entertainment. What is essentially a tragedy is all the way through vibrant and almost gay. Ending in death, it is wholly about life. A document, it shimmers with implicit and expectant drama.

Running time, 122 minutes. Adult classification. For September release.
FLOYD E. STONE

Golden Laurel DeLaurentiis

(Continued from page 1)

liot presented the top award to Sir Michael Balcon of Ealing Studios to climax the major film festival held in Edinburgh. Screenings of the four contending films were shown to an audience comprised of leading film figures, government officials, members of the diplomatic corps, and a record turnout of the world press. The other three films were "Maddalena" (Italy); "Umberto D" (Italy), and "The Last Ten Days" (Germany).

Golden Laurel medals were awarded to Marta Toren, who stars in "Maddalena"; Albin Skoda, who plays Hitler in "The Last Ten Days," and Charles Crichton, director of "The Divided Heart." Finalists and award winners were selected and judged by the Golden Laurel Jury composed of:

(Continued from page 1)

Cohn said. Anthony Perkins, the young star who performed opposite Gary Cooper in "The Friendly Persuasion," and three soon-to-be-anointed top-ranking American stars, will be featured in the cast.

Rene Clement, leading French film director, was named as director of the picture.

Dr. Ralph J. Bunche, Under Secretary, United Nations; Gardner Cowles, president, Cowles Magazines, Inc.; William O. Douglas, Supreme Court Justice; Otto Harbach, librettist and lyricist; Rene D'Harnoncourt, director of the Museum of Modern Art, New York; Mrs. Franklin D. Roosevelt, and Herbert Bayard Swope.

U. A.'s Deal

(Continued from page 1)

tors Guild, which spear-headed the guild-union drive which eventuated in establishing the cut-off date, told MOTION PICTURE DAILY no special conditions have been negotiated covering the 39-picture package being sold to tv by UA, and that no listing of pictures comprising the package has been received. UA's Hollywood office likewise said it does not have such a list in its possession.

AMPP Members Silent

The fact that AMPP members have subject "under discussion" need not necessarily mean there is disposition to follow UA lead; neither need it mean the contrary. Such a discussion would take place in due course following any sale of post-1948 pictures in volume. Individual members of AMPP are not talking.

The fact that UA has not consulted SAG in the matter is not necessarily an indication that the cut-off date is to be ignored, a SAG executive explained, since UA, which does not produce films, is not a signatory to the SAG contract binding all producers, and could not be acted against directly if it did violate the date. SAG can proceed, however, against each individual producer whose picture is in the package sold by UA to TV, and will do so unless such producer negotiates with SAG (and inferentially with all production guilds and unions) for payment of terms satisfactory to the latter.

Complete List Unavailable

Lacking a complete list of UA's 39 films, the SAG executive could not discuss all 39 specifically.

Meet Sept. 17

(Continued from page 1)

sub-committee of the MPAA sales managers group, are expected to meet prior to Sept. 17 to finalize their program needs and requirements, it was stated.

Presented Last Spring

The proposal that the industry have an outside group launch a study so that it could perhaps increase its operational efficiency was initially presented to the board of directors of the MPAA last spring and was taken under consideration. The proposal, it was reported then, had come from within the industry and was based on revamping of long-prevailing procedures, practices and policies currently in effect in dealings between distribution and exhibition. It was then said that the MPAA directors "looked with favor" on the business management survey.

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... NEWS ROUNDUP

Monaco Now a Jacobs Client

Prince Rainier III of Monaco has announced the appointment of the Arthur P. Jacobs Co. as public relations counselor for the Principality of Monaco. Jacobs will coordinate all public relations activities for the principality, including the forthcoming visit to the United States of the prince and Princess Grace, who will arrive here on Tuesday aboard the "United States."

Buena Vista (Chicago) Moves

The Chicago staff of Buena Vista Film Distribution Co. late this month will move into larger and modernized quarters at 1307 South Wabash Ave.

'Giant' Disks to Be Issued

Sixteen individual sides of songs from George Stevens' production of "Giant" will be issued nationally by most of the major record companies within the next seven days, according to Victor Blau, vice-president of Music Publishers Holding Corp., Inc.

'Joan' to Be Named Oct. 21

The winner in Otto Preminger's global search for a newcomer to play the title role in the filmed version of George Bernard Shaw's "Saint Joan" will be named on Oct. 21. In making the announcement, Preminger added that production of the United Artists release will start in London on Jan. 2.

Atlanta Benefit for Greeks

A special Labor Day midnight showing of "Abdullah's Harem" was given at the Rialto Theatre, Atlanta, for the benefit of victims of the Santorini earthquake. Sponsored by the Rialto Theatre, 20th Century-Fox and the Hellenic Orthodox Church of the Annunciation, the stars of the picture are Gregory Ratoff and Kay Kendall in a bright comedy satire. All proceeds from the showing will go to the 20,000 people made homeless by the "quake," volcanic eruption and tidal wave which recently struck the tiny island off the coast of Greece.

Jayne Mansfield for TV Show

Jayne Mansfield, star of Broadway's "Will Success Spoil Rock Hunter?" has been added to the all-star line-up of the two Sunday night shows which the Pittsburgh Variety Club will sponsor for its charities on Sunday in Syria Mosque. Previously set are Hal March, Dick Shawn, Betty Ann Grove and the Navy acts featured recently on the Ed Sullivan tv show.

REVIEWS:

Rebecca

David O. Selznick—20th Century-Fox (Re-issue)

IN THIS new age of psychoanalysis, Twentieth Century-Fox's re-issue of "Rebecca" should hold a brand new fascination for the theatre audience, which is probably much more conscious of psychology and personality complexes than at the time this picture was originally released 16 years ago. The company has prepared new prints and a complete new advertising campaign for this pre-war classic.

The theme is far from dated. It is the endless story of personalities in conflict, both within themselves and against others, and against the powerful, omnipresent influence of the personality that never appears on the scene—"Rebecca."

The characterization in the film is outstanding, even by today's techniques. It was lauded in the review which appeared in the Mar. 20, 1940 issue of MOTION PICTURE DAILY. "As skillfully as a scalpel in the hands of a great surgeon," said reviewer Walter Selden, "this picture lays bare the tissues and exposes the working of its characters' minds and emotions." They are developed with much more depth and sympathy than most of today's pictures which trend toward more superficial characterization.

"It is, first and foremost," said the earlier review, "a craftsman's picture, and one long to be remembered for its adroit blending of the component arts of the motion picture—writing, directing, acting and production value expressed in mounting and background."

"Its thesis is a mood, its action the triumph of a marriage over that mood. The picture spins its tale of a man, the girl he marries after the death of his faithless first wife, and their home, all overshadowed by the mocking spirit of 'Rebecca,' the woman he had married first."

"While never seen, never heard, Rebecca's spirit dominates the story as it does the characters, and for its highly successful creation, credit must be given Alfred Hitchcock, director. The cast of this David O. Selznick production makes evident its understanding of the spirit of the novel, with Laurence Olivier and Joan Fontaine, in her first starring role, as the mentally tortured principals, and Judith Anderson, George Sanders and Reginald Denny also rendering outstanding performances." Running time, 130 minutes. Adult classification. October release.

G.D.

Strange Intruder

Allied Artists

HOLLYWOOD, SEPTEMBER 5

EDMUND PURDOM, Ida Lupino and Ann Harding, excellent in top role performances directed expertly by the skillful Irving Rapper, supply strong player support for an unique story by Helen Fowler converted from her novel to screenplay form by David Evans and Warren Douglas. It is a story of post-war acts and experiences of a veteran whose mind has been affected, presumably temporarily, by the torture and death of his closest comrade in Korea, and it is not like any other post-war story of easy recall. By and large, the picture, produced by Lindsley Parsons with John Burrows as associate producer, promises to give good account of itself commercially.

Purdom and Donald Murphy are fellow-prisoners of the enemy in Korea at the start of the picture, and when bombed out the latter dies, while Purdom goes to the hospital for treatment of physical and mental injury. Later on, released from treatment for a weekend, Purdom goes to Murphy's family under distorted compulsion to kill the dead man's minor children so that a man with whom their mother has had an affair cannot have them. Purdom fancies he hears the dead man's voice, instructing him, and prepares to drown the children, but is distracted at the crucial moment by a visit of the wife's former lover, now a black-mailer, whom he attempts to kill instead as a preferable means of keeping the children from him. He fails, but is injured in the fight in such a way that it appears probable, when he sets off for the hospital and further corrective treatment, that he'll recover fully and rejoin the family in a saner relationship.

Running time, 82 minutes. General classification. Release, September 2.

WILLIAM R. WEAVER

House Prob

(Continued from page 1)

Sept. 13 and 14, Sept. 17 through and Sept. 24 through 26.

The hearings are a resumption of an investigation started here in spring by the subcommittee, headed by Rep. Emanuel Celler (D., N. J.). Officials of the anti-trust division of the Federal Communications Commission testified at the earlier hearings.

Celler said the hearings would go into such problems as the relations between the tv networks and their affiliates, the relations between the networks and tv film producers and distributors, the extent and amount of discounts to advertisers, arrangements between networks and talent, relations between the networks and the FCC, and the problems of tv station owners.

Witnesses will include, he said, Government officials, the presidents of tv networks, tv film producers, and station owners.

Witnesses from Many Fields

Witnesses at the Sept. 13 hearing will be: Ralph M. Cohn, vice-president and general manager of Screen Gems; John L. Sinn, president of Television Programs; Harold Hackett, president of Official Film and Michael M. Sillerman, executive vice-president of Television Programs of America.

Friday's witnesses will be federal anti-trust chief Victor Hansen, John Johnston, chairman of the U. S. industry coordinating committee.

Arnall Tells SIMPP

(Continued from page 1)

so well that it is now up to independent producers to step up their production output to provide additional films to benefit and profit concerned, president Ellis Arnall told members and staff at a closed meeting in the Beverly Hills Hotel today. Arnall addressed the members following a detailed report by J. Lamont, SIMPP foreign sales representative, who made successful distribution deals in every European country during the past year, who will return shortly to continue that work.

Lamont Enthusiastic

Lamont described the European marketing situation which enabled him to make transactions which, he said, not only are satisfactory as to terms, contract conditions and guarantees, but also pave the way for future satisfactory trade with foreign distributors.

Arnall assigned Lamont and SIMPP executive secretary Marvin Fariss to spend the next two weeks lining up subjects and types of material especially suitable for production in relationship to foreign distribution requirements.

The board, meeting after the general meeting was finished, reelected all SIMPP officers and all members of the executive committee.

Arnall left for Atlanta tonight.

MOTION PICTURE DAILY

80 NO. 48

NEW YORK, U. S. A., FRIDAY, SEPTEMBER 7, 1956

TEN CENTS

Next Few Years

Golden Sees Drop in Sales Abroad Likely

Advancement of Video Due With Results Like Here

By J. A. OTTEN

WASHINGTON, Sept. 6.—The next few years may well see a decrease from 5 per cent to 10 per cent in industry revenues from abroad, according to Nathan Golden, head of the Commerce Department's Motion Picture Division.



Nathan D. Golden

This would mean a drop in the fact that the rapidly growing television industry in several European countries will cut into theatre attendance, Golden explained. An added factor which might tend to bring down foreign revenues is the possibility that countries abroad will pass "additional legislation to help motion picture industries," he said.

"We are faced with the threat of television in Europe," he explained. Attendance and receipts might follow. (Continued on page 6)

FCC Licenses First TV Translator Stations

From THE DAILY Bureau

WASHINGTON, Sept. 6.—The Federal Communications Commission has granted licenses to its first three television translator stations. Initiating a new program for bringing television service to communities where it is uneconomical to build regular television stations.

Translator stations are used to pick up programs broadcast either from AM or VHF stations and transmit them on a high UHF band—to distant areas.

The grants made by the FCC were (Continued on page 6)

Complaint Remains Unanswered

Disproportionate Newspaper Space Protested By Pittsburgh Exhibitors

Theatre operators in Pittsburgh protested to local newspapers that they felt tv-radio was getting far too much free publicity in their pages, but they have received no response to date, they said.

Paramount Has 22 Ready or Shooting

With 22 features completed or in various stages of production and preparation, Paramount spokesmen announce the company's product position as the best in many years. The new films, all in VistaVision and 14 also in Technicolor, include many that are set for, or awaiting, release.

"War and Peace" has already opened and is doing top business at the New York Capitol and Hollywood Paramount theatres.

"The Vagabond King," a September release which is now playing in many key theatres throughout the (Continued on page 6)

Pittsburgh V. C. Hospital To Be Unveiled Sunday

Special to THE DAILY

PITTSBURGH, Sept. 6.—Tent Number One, Variety Club of Pittsburgh, will dedicate the new million-dollar Roselia Foundling and Maternity Hospital on Sunday, completing its largest charity project.

Funds for the new hospital were (Continued on page 6)

To Repeat Popular '52 Presidential 'Poll' Via Favorite-Candidates' Popcorn Boxes

Special to THE DAILY

NASHVILLE, Sept. 6.—A repeat of the Presidential Popcorn Poll which attracted nationwide attention four years ago is announced by Jim Blevins, president of Blevins Popcorn Company of this city.

Over 20,000,000 ballots were cast four years ago and the "Popcorn Poll" proved more accurate than any other in predicting the outcome of the Presidential race. Major wire services plus local and national radio and television commentators showed a continuing interest in the "poll result." These stories gave publicity to both local theatres and to the industry. The Associated Press has already asked for information concerning the 1956 poll, Blevins said.

In 1952 the popcorn boxes carried a picture of the Democratic and Republican candidates. This year, reflecting the increased interest in Vice-Presidential nominees, patrons may select boxes or bags which list both members of the ticket.

Anticipating a "heavy vote," over 50,000,000 "ballots" are ready for distribution, according to Blevins.

Accept Bid

BFPA to Send Speaker, Films To TOA Meet

Daniel Angel Will Attend For British Producers

By WILLIAM PAY

LONDON, Sept. 6.—The British Film Producers Assn. today cabled its acceptance of an invitation to attend and address the annual convention of Theatre Owners of America in New York, Sept. 20-24.

In a cable to Myron Blank, TOA president, and Walter Reade, Jr., general convention chairman, Sir Henry French, BFPA director general, said that Daniel Angel will be the organization's accredited representative. Major Angel is a well known producer, having made more than 20 films since his entry into production about 10 years ago.

In addition, BFPA will be responsible for the screening of a number of British films at the "foreign" film fair arranged by TOA to take place (Continued on page 6)

Sidney Samuelson to Retire from Business

Special to THE DAILY

PHILADELPHIA, Sept. 6 — Sidney Samuelson, veteran Pennsylvania-New Jersey exhibitor and for years prominent in regional and Allied States exhibitor organization activities, announced his retirement from business here today.

Samuelson said his retirement, which will become effective next month, was decided on for reasons of health. He suffered a heart attack recently. He is the president and buyer of Allied M. P. Theatre Service of this city which, at one time, was one of the largest in this (Continued on page 2)



Sidney Samuelson

PERSONAL MENTION

BARNEY BALABAN, president of Paramount Pictures, and **Mrs. BALABAN** will leave here today aboard the "Liberte" for a two-week vacation trip in Europe.

JAIME CABOULI, Latin American representative for Superscope, has arrived in Hollywood from Buenos Aires.

JAMES MAGEE, vice-president of Eastman Kodak, will leave New York for Europe today aboard the "Liberte."

ANDRE DE TOTH, producer-director, has arrived in London from Copenhagen, and will leave here shortly for Hollywood.

CHARLES TOUCHON, office manager for United Artists in Atlanta, has left there for Jacksonville.

EDITH HEAD, Paramount studio's chief costume designer, will return to New York from Europe today via BOAC, and will leave here on Sunday for the Coast.

HENRY GLOVER, president of Allied Artists Southern Exchanges, is visiting in Atlanta from New Orleans.

MRS. EDWARD G. ROBINSON will leave here today for Europe aboard the "Liberte."

DEBORAH KERR will leave here on Monday for Trinidad via BOAC.

TOMMY LAM, of Lam Amusement Co., Rome, Ga., has left there with **MRS. LAM** for a short vacation in Florida.

CLYDE SAMPLER, of Capital City Supply Co., Atlanta, is hospitalized there for surgery.

DOUG BESHES, booker for Georgia Theatres, is in New York from Atlanta.

JOE MIKLOS, manager of the Stanley Warner Embassy Theatre, New Britain, Conn., has retained his city tennis crown in the annual tournament sponsored by the New Britain Municipal Recreation Department.

CHARLES F. VETTER, Jr., Amalgamated Productions vice-president, has returned to New York following a trip to the British Isles.

Compo Cites Mutuality Of Business, Theatres

The 67th in the series of Council of Motion Picture Organization's advertisements in "Editor & Publisher," which will appear today, describes a community business promotion project sponsored by Boston banks, merchants and theatres, and suggests that newspapers undertake similar campaigns in other towns and cities. Under the caption, "Why Not Do This in Your Town?" the ad says:

"The close relationship of movie theatres with other businesses in their neighborhoods has recently been given further emphasis by a project in Boston.

"Merchants and banks of Boston's Massachusetts Avenue district have joined with four theatres in the neighborhood in a campaign to stimulate business.

"An eight-week effort aimed at bringing shoppers to the area with street decorations and theatre trailers. Mayor John B. Hynes and other civic leaders will launch the campaign at an outdoor public meeting. Costs will be shared by participating businesses.

"Banks, merchants, theatres—your town has them, too. Wouldn't it be smart for your paper to organize them in a campaign like the one in Boston?"

Muto Leaves Washington To be Fox Producer

From THE DAILY Bureau

WASHINGTON, Sept. 6.—Anthony Muto, Washington Movietone News head and Twentieth Century-Fox's representative here, will report to Fox's Hollywood studio next month to begin work as a producer of feature length semi-documentary films.

Muto's transfer was made at the request of Fox production head Buddy Adler. As yet no one has been appointed to replace Muto, who is due in Hollywood October 15.

Muto has been Movietone's Washington chief since 1938 and has had extensive contacts with Government officials here as part of his job as Fox's representative. Prior to 1938 he spent five years with the Will Hays office here.

Wolfson Adds TV Band

WASHINGTON, Sept. 5.—The Federal Communications Commission has granted a Jacksonville, Fla. television channel to the Florida-Georgia Television Co., Inc.

Mitchell Wolfson, a vice-president and director of the company, owns five per cent of its stock. Wolfson-Meyer Corp. owns an additional 10 per cent of the stock. Wometco Theatres, of which Wolfson is a co-owner, already owns station WTVJ in Miami.

Ads Tie-In Cookbooks With Two New Films

An adman in Knoxville, Tenn., has come up with one of the season's most enterprising bits of dual motion picture and book promotion. He's succeeded in tying up "Knoxville Journal Cookbooks" with publicity for "Away All Boats" and "Bus Stop" in the newspaper.

The one for "Away All Boats" reads: "When he has to leave you for a year or a day will he be thinking about all the delicious meals you dished out for him—or will he be glad to get away from home to get a good meal? Make him remember 'Home Sweet Home' when he is away by preparing his meals with the Knoxville Journal Cookbooks. Get Your Knoxville Journal Cookbooks Today!"

Next to a publicity still of a passion-eyed Marilyn Monroe are these words: "Bus Stop"—Even the most beautiful woman in the world will have to wait on the bus, if your husband is rushing home to a delicious meal, prepared from recipes chosen from the 24 wonderful Knoxville Journal Cookbooks — fascinating to use!"

MPRF Christmas Cards Go to 5,000 Members

From THE DAILY Bureau

HOLLYWOOD, Sept. 6.—Reproductions of the five winning original paintings for this year's Motion Picture Relief Fund Christmas Cards have been mailed to 5,000 members of the industry, it was announced today by George Bagnall, president of the Fund.

The five cards provide a wide variety of sentiments for the buyers this year, ranging from the humorous "Stand-In" and "The Chimney" to the religious spirit of "The Stained Glass Window" and "Holy Family."

M.P.R.E. Christmas Cards have been an annual event for more than fifteen years. Last year 109,000 cards were sold, and this year the goal is a quarter of a million cards. All proceeds from their sale go to the Relief Fund for the care of the industry's own.

Washington 'Art' House Closing After 25 Years

From THE DAILY Bureau

WASHINGTON, Sept. 6.—The Little Theatre, which introduced "art pictures" to Washington in the late 1930's, will close its doors at the end of business tomorrow.

Vincent Iolito, manager of the Trans-Lux, which took over the Little last November, said the Little's business has simply not been good enough to warrant keeping it open. He added there were no plans he knew of for the theatre's future.

Samuelson

(Continued from page 1)

area but currently serves about theatres. He is attempting to sell service but other local bookers and buyers already are engaged in a scramble for the theatre accounts.

He is president and general manager of A.I.T.O. of Eastern Pennsylvania which had its membership national Allied terminated by the latter's board of directors at its meeting in Louisville only last month. Reasons for the action were given on the occasion of a previous expulsion of the organization from membership in national Allied several years ago it was understood the reason then was for nonpayment of dues.

Headed Allied States

In addition to being president of the Eastern Pennsylvania organization, Samuelson was president of national Allied States in 1934-1935; vice-president in 1932-'33, a member of the executive committee 1949, and was chairman of Allied national Caravan Committee from 1943-1949. He was an organizer of the M.P.T.O. of New Jersey, which became the present Allied T.O. of New Jersey, and was president of the organization from 1930 through 1931.

Samuelson entered exhibition in 1914 in association with his father in New York City. He operated theatres in Newton, N. J., from 1919 to 1940, during which time he also was associated with the Hildinger Circuit of Trenton, N. J. He organized Allied M. P. Theatre Service here in 1941.

Active in independent exhibitor organization work for years, Samuelson was widely known for years for fiery speeches at exhibitor conventions and as an expert witness in litigation in numerous hearings and litigation involving distributors.

Oscar Morgan Week

Paramount has set the week of October 14-20 for a special tribute to Oscar A. Morgan in honor of short subjects sales managers' 42 years with the company. The week will be known as "Oscar Morgan Week," and will be marked by intensified activity by the field sales force on behalf of shorts. It will be an integral part of Paramount's "Salute to George West" sales drive.

NEW YORK THEATRE

RADIO CITY MUSIC HALL—
Rockefeller Center
BING GRACE FRANK
CROSBY • KELLY • SINATRA
in "HIGH SOCIETY"
in VistaVision and Color
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

PEOPLE

Harry M. Kalmine, vice-president and general manager of Stanley Warner Corp., and Bernard G. Kranze, president of Stanley Warner Panama Corp., will leave here Sunday for Venezuela to participate in opening ceremonies of the Teatro Este in Caracas. The premiere will be held on Sept. 15 with "This Year's Man" and marks the first time a theatre to be established in the Spanish speaking coun-

□

Kenneth J. Coleman has been named assistant sales manager of the Laboratories, according to an announcement by Otis W. Murray, executive vice-president of the firm. Coleman will contact producers of motion pictures in the Eastern United States. He will headquarter at Pathe's Manhattan laboratory.

□

Richard S. Bacharach will handle a new division in the placement agency created by Jules Z. Willing. The division is offering to the entertainment industry executive and creative personnel by the "confidential interview" screening method used by trial management. Bacharach formerly was in production and television.

□

Wesley Gutnik has been promoted to the post of branch manager of the Radio Vancouver exchange, it has been announced by Walter Brann, RKO vice-president in charge of wide distribution. Gutnik was formerly a salesman in the Calgary office. He joined RKO as office manager in Winnipeg in September of 1954.

□

Charles Van Bergen, formerly assistant and foreign editor of Warner Pathe News, has joined Maratone TV Newsreel as director of production and special events. Van Bergen has been with Warner Pathe for 17 years. Prior to that, he had been with the National Broadcasting Company for 10 years.

□

J.R. (Jack) Poppele, former head of the Voice of America, has been named a member of the Broadcast Advisory Committee, it was announced yesterday by Theodore C. Bert, director of the U. S. Information Agency. The Broadcast Advisory Committee assists the U.S.I.A. in formulating recommendations for the federal Government's world-wide information program. Members serve without salary.

HERALD Institute

Aim Product at Youth, Cut Down Violence, Institute Panelists Say

PRODUCT should be aimed at the 15 to 25 age group, there should be less emphasis on violence, specific efforts should be made to search out more unique stories, more pictures should be of the so-called family type and they should have more feminine appeal. In addition there are not enough stars of sufficient box office appeal.

These are the opinions expressed in the first section of a report by the HERALD Institute of Industry Opinion, published in this week's issue of MOTION PICTURE HERALD. The Institute study is concerned with expressions from the industry on concrete suggestions for improving box office attendance. Further conclusions are to be published in subsequent sections.

Ten Ingredients Graded

Panel members were asked to grade in the order of importance 10 suggested product ingredients. After the first five listed above the over-all average listed comedy-drama, very expensive production, musicals, melodrama and violent action in the order of descending importance, with very little relative weight given to the last three and an almost negligible vote for the last.

The questionnaire to panel members listed the requirements for product as: a greater number of expensively produced, powerful attractions, even though the terms for these must necessarily be high; greater feminine appeal both in stories and in stars; appeal to the age group between 15

and 25; more pictures which are comprised mostly of violent action; less concentration on violent action; family type pictures made on modest budgets; big musical specials; comedy-dramas; melodramas; pictures that are unique in some special way.

The panel members left no doubt on their position on the present lack of stars of sufficient box office appeal and on the need for developing new ones.

Search for Stars Favored

More than 80 per cent of exhibitor members who answered the question of whether or not there now are enough stars to attract regular audiences in the age groups which constitute the best potential audience said there were not and almost 80 per cent said they would be willing to cooperate in a nationwide search to discover new personalities for the screen. There were no significant differences in the result in the returns from exhibition in different sized towns.

The production panel members felt the same way although a much higher proportion did not answer the question. In distribution the returns were unanimous on both questions.

File Suit on TV Use Of Song in Film

The Jerry Vogel Music Co., Inc., filed suit yesterday in New York Federal Court against AB-Paramount Theatres, RKO Teleradio, Inc., and Sunset Securities Co., alleging an infringement of rights to a song used in the film "Lulu Belle," owned by Sunset and exhibited on tv by the other co-defendants.

Vogel said that the song, "The Ace in the Hole," sung in the picture, was licensed to the original producer, Benedict Bogeaus, Inc., under terms and conditions excluding tv exhibitions. The picture was since acquired by Sunset and was shown on New York tv in March and June, 1956, without permission of the music company, he charged.

Ohio Sets Hearing Date For New Building Code

A public hearing has been set for Sept. 27 by the Ohio State Department of Industrial Relations in the course of writing a new building code for the state, particularly regarding exits, fire extinguishers and other safety items of interest to theatre operators.

The Independent Theatre Owners of Ohio informed members that present operations probably would not be

UA Opens New Orleans Convention Sept. 11

A three-day convention of United Artists' southern district will open in the New Orleans Roosevelt Hotel on Tuesday, Sept. 11. James R. Velde, UA's general sales manager, and Milton E. Cohen, UA's eastern and southern division manager, will preside over the meeting, second of a series of district conferences being conducted during the month of September to set United Artists' regional sales plans and goals for the fall and winter.

George Pabst, southern district manager, will head the roster of field personnel to attend, including branch managers Bill Hames, Atlanta; Harold Keeter, Charlotte; James Clemens, Dallas; Alex Maillho, New Orleans; and Byron Adams, of the newly designated Jacksonville exchange.

Other home office executives participating in the New Orleans meeting are John Hughes, eastern and southern contract manager, and Jules K. Chapman, supervisor of branch operations. A luncheon will be held Sept. 11, at which Velde will be honored by bookers from the entire New Orleans territory.

touched, but in future any structural alterations requiring a permit would call for complete conformance to the new code.

NEWS ROUNDUP

'Vagabond' Here Wednesday

"The Vagabond King," Paramount's new VistaVision Technicolor version of the Rudolf Friml musical, will open here next Wednesday at the Paramount Theatre.

Set against the colorful background of 15th Century France, "The Vagabond King" tells the story of Francois Villon, young poet-philosopher, who led his rugged band of Parisian followers against the Duke of Burgundy and saved the throne of King Louis XI. With Oreste as Villon, Kathryn Grayson is seen as Lady Catherine, the object of his affections. Walter Hampden portrays King Louis.

■

Tushinsky in German Deal

Joseph Tushinsky, president of Superscope, Inc., yesterday concluded a deal with Eichberg Films, of Munich, Germany, to convert that company's newest color production, "Der Meineidbauer," into the Superscope 235 anamorphic widescreen dimension. Edgar G. Ulmer, head of the Superscope European organization, consummated the negotiations. The processing will be done at the Technicolor laboratories in London.

■

'Miss Information' to Gries

Tom Gries, producer-director, yesterday exercised his 30-day option and purchased outright from Howard Estabrook all story rights to "Miss Information," which Gries plans as both a tv series and a theatrical production. An action comedy, "Miss Information," concerns the adventures and amours of a feminine racetrack tout.

■

Paramount Keglers Starting

The Paramount VistaVision Bowling League will start its new season on Monday, Robert McKeown, chairman of the company's bowling committee, announced yesterday. The keglers, all employees of Paramount Pictures, will do their weekly bowling this year at Phil's Sixth Avenue Recreation Alleys. The bowling committee operates under the aegis of the Paramount Pictures Club, employee's social organization, of which Charles Hickey is president. Club activities are subsidized by the company.

■

Buy Akeley Camera Control

The American Optical Co., Southbridge, Mass., has purchased assets of the J. W. Fecker Co. of Pittsburgh and has gained control of the Akeley Camera Company of New York, a division of Fecker, according to E. W. Schumacher, American president. American Optical and Akeley worked together to develop the Todd-AO wide-screen process. Fecker produces optical equipment for telescopes, rifle sights and similar devices.

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Motion Picture Daily Feature Reviews

Gun Brothers

United Artists

Attack

UA—Aldrich

ERE IS no dearth of action in "Gun Brothers," as in any good Western, what raises this Buster Crabbe entry above average is the good characterization and credible motivation written into an old theme—that of brothers meeting after many years to find they are on opposite sides of the law.

Practiced Western hero Crabbe musters out of the Army in 1877 and goes to the Laramie stage to find his brother Neville Brand, who is ostensibly running a profitable cattle ranch but is actually running a profitable hold-up gang. Crabbe hardly makes the acquaintance of pretty singer Ann Robinson before the stage is stopped by Brand's masked riders, Crabbe is knocked out and Brand recognizes him in time to keep his men from molesting or robbing him.

Scripters Gerald Drayson Adams and Richard Schayer and Director Roy Salkow did an excellent job of establishing the strong bond between brothers early enough so that when Crabbe finds out the truth Brand holds off his men at gunpoint to let him escape, the audience accept this peculiar softness as a passionless robber, killer and man-disposer (trades Miss Robinson to an Indian, kills another).

When the sheriff's posse descends on the hideout, informed by a jealous man and a girl, and wipes out the crew, Brand struggles against believing his brother has turned him in, finally listens to the "eye-witness" account of another survivor who was shot by Crabbe while trying to abduct Miss Robinson.

ounding up another gang, Brand trails Crabbe for almost a year, finds Crabbe married to Miss Robinson, partner in a fur trapping business and tries to become a father. As the brothers confront one another, mother's jealousy about being one's brother's keeper return to Brand and he changes his mind again. The new gang, however, is understandably miffed at getting the furs after all, and turns against the two brothers. The picture ends in the classic manner, with clearing gunsmoke disclosing the bad men littering the landscape and Brand dying in his brother's arms.

Running time, 79 minutes. General classification. Release in September. GUS DALLAS

'Port Afrique'

David E. Rose—Columbia Pictures

TRANSLATING this exotic mystery film from book to screen the producers endeavor to make a routine murder plot more attractive than their source story material allows. A North African setting and Pier Angeli in clinging gowns appear to be its most obvious selling points. Neither the plot nor characters will seem new to anyone who's seen a Mediterranean drama before, but scriptwriters Frank Partos and John Cresswell succeed most of the time in keeping action and dialogue interesting. Director Rudolph Mate carefully guides a practiced cast, including Phil Carey, Dennis Price and Eugene Deckers, between stock situations.

The story deals with the homecoming of typical wounded war hero Carey to Port Afrique, Morocco. He finds his business ruined by an in-law partner, Price, and his beautiful wife lying dead at their villa, apparently a suicide. Carey's best friend, police chief Deckers, says so, and the rest of the cast reluctantly agree. It seems his wife was running around with other men while he was away and they want to keep him from learning this, but Carey isn't fooled, especially after a few attempts at his own life. Everything turns out well as Deckers, who really knew the time it was murder, helps trap the killer. Pier Angeli helps Carey forget the ugliness as the girl-without-a-passport forced to sing in a bistro operated by a lustful beachcomber, James Hayter.

John R. Sloan produced. This formula story has proved successful at the offices and the colorful Port Afrique settings add to eye-appeal. Running time: 92 minutes. General classification. Release date, October. G.D.

HOLLYWOOD, SEPTEMBER 6
WAR-PICTURES without women have done pretty good business in times past—"Last Outpost," "Lost Patrol," "Bataan," a few others—so it's within the limits of logic to figure that this one, a better picture than most of them, so far as professional standards go, should do as well or better. Under its new and dynamic title, a far improvement over "Fragile Fox," its stage name, the property shapes up promisingly, exploitation-wise, with the names of Jack Palance, Eddie Albert, Lee Marvin and Robert Strauss adding marquee-power. A strong opening looks likely, in any exhibition area, and one guess is as good as another, until reports from first runs come in, as to whether word-of-mouth will make the attraction a success or a failure, for the single certainty in the entire "Attack" equation is that word-of-mouth will be plentiful.

Producer-director Robert Aldrich, never a man to tread softly, as witness "The Big Knife," makes war seem considerably more hellish than his predecessors did in several respects.

In the fighting itself he spills more blood than is par for this type of commodity, dwells his camera longer on dead faces, creates more outrightly than customarily the feel, almost the smell, of war.

But it is in the personal story of the men that Aldrich, using a script by James Poe taken from Norman Brooks' stageplay, parts company completely with the makers of all the previous war-pictures without women. Whereas they contented themselves with depicting the enemy as unscrupulous and our side as made up of good men brave and true, Aldrich presents the enemy (the German forces in World War II) simply as formidable fighting men doing their assigned jobs, with only incidental importance to the story, and shows the American force concerned to be operating under direct command of a cowardly captain who is the despised but useful stooge of an unprincipled colonel. How the peacetime public is going to react to this reversal of war-picture precedent is the presently unknown factor that is to determine, one way or the other, the exhibition fortunes of the film.

Jack Palance, top-billed, plays with firm conviction a lieutenant who swears he will kill the cowardly captain, portrayed in telling manner by Albert, if he fails, a second time, to send relief to men pinned-down by enemy fire. Marvin, as the scheming colonel, gives the strongest, most credible performance in the principal division of the cast. William Smithers, a lieutenant who commits the killing Palance dies too soon to accomplish, and then resists Marvin's proffer of a promotion as a bribe to falsify his report of the death, is admirably restrained about the whole thing, and Richard Jaeckel, one of the most consistently satisfactory young actors in the business, heads up an excellent group that includes Buddy Ebsen, Robert Strauss, John Sheppard, James Goodwin, Peter Van Euck, Steven Geray, Judson Taylor, Louis Mercier and Stronther Martin.

Running time, 107 minutes. General classification. October release. WILLIAM R. WEAVER

Billy Graham to Appear In Film on Oklahoma

"Showdown," a story of early Oklahoma, will be produced by Billy Graham's World Wide Films company and the film will be used as part of Oklahoma's celebration of their statehood's Semi-Centennial next year, it has been announced by Dick Ross, president of World Wide Films.

Ross, who will also direct, has left for Oklahoma City to scout locations for the picture, which will be made from a story written by Curtis Kenyon.

Graham will appear in the picture, but only at the end, when he will deliver a short message.

Chaplin Completes Film For European Release

By HENRY KAHN

PARIS, Sept. 6.—Charles Chaplin's "A King in New York" is completed and Chaplin has been cutting the film, he told the press, adding that it will not be ready for exhibition before Easter 1957. Declaring his belief that "this is the best picture I have made," he refused to discuss his next since he said the details were not yet completed. He added, however, that he hoped to remake his 1928 picture, "The Circus," sometime in the future. It is unlikely that "A King in New York" will be shown in the United States because of Mr. Chaplin's departure for Europe on a permanent basis.

BBC Opposes Expect Drop in Sales Abroad U.S. TV-Films

From THE DAILY Bureau

LONDON, Sept. 6—If current policy discussions between the British Broadcasting Corp. and the trade associations end in agreement, which seems likely at the moment, it would mean an effective blocking of a flow into British tv of the immense library of films recently sold to American tv.

Nearing finality are the discussions—already reported by this bureau—in connection with the screening of films by the BBC. A meeting between Sir Ian Jacob, director-general of BBC, and the presidents of the Trade's Four Associations is planned for early September.

Would Screen 20 Annually

The BBC's plan envisages the screening of 20 films in any given year. Twelve of them, it is suggested, should be of either British or American origin, four Continental, and four documentaries.

The matter will figure on the agenda of the next meeting—Sept. 12—of the Cinematograph Exhibitors Association General Council. Strong opposition is still evinced among exhibitors to the release of any feature films into tv, but the Kinematograph Renters Society and the British Film Producers Association have already agreed, at least in principle, to the BBC's proposals.

CEA Group to Agree

CEA's Finance and Management Committee will recommend that a similar agreement be registered by the Association and thereby enable the four associations' presidents to discuss the proposals in detail with Sir Ian Jacob.

Paramount Has 22

(Continued from page 1)

country, co-stars Oreste, new European singing discovery, with Kathryn Grayson.

Other films include "The Search for Bridey Murphy," "The Mountain," "The Ten Commandments," Cecil B. DeMille's great special; "The Rainmaker," "Hollywood or Bust," "Funny Face," "The Loves of Omar Khayyam," "Gunfight at OK Corral," "Three Violent People," "The Lonely Man," "The Buster Keaton Story," "The Jim Piersall Story," "Beau James," "Flamenco," "The Joker is Wild," "The Tin Star," "Teacher's Pet," "From Amongst the Dead," and "The Red Nichols Story."

'Killers' Here Sept. 14

Universal-International's "The Killers," based on the short story by Ernest Hemingway, will open at the RKO Palace Theatre here on Sept. 14. Instead of the customary one-week engagement, the film will have an extended run at the house, remaining there until the opening of the Judy Garland stage engagement late in September.

Expect Drop in Sales Abroad

(Continued from page 1)

low the same pattern set in the first couple of years in the United States, when people who had just bought television sets stayed home from the theatres."

Effect More Gradual

The inroads would not immediately be as sharp as they were here, however, Golden said, but would more likely be stretched out over a longer period. This is because the purchasing power of the average European is not as high as that of the average American, he said, and the cost of television sets, will be comparatively higher abroad than it was here.

Another mitigating factor might exist in countries where television is government controlled, Golden declared. In those countries, he said, the government could "turn televi-

sion on and off when it wanted to." There is a strong likelihood, he said, that in countries such as France and Italy, the government may prohibit television in certain hours of the evening. "The film people and the exhibitors are closer to the government in those countries than they are here," he declared, "and have more influence on the government."

Sees Progress Widespread

Golden pointed to the fact that many new channels will begin operation in France and Italy this year and in 1957, and said theatre attendance would probably begun to drop in those areas. There have been some television testing developments in the Scandinavian countries, Golden said, as well as in the Soviet Union and its satellite countries.

News Space

(Continued from page 1)

radio did in the Sun-Telegraph during the same period, but the air waves received over 9,000 more lines of free publicity, the exhibitors said.

The Pittsburgh Post-Gazette, however, seemed to favor motion pictures, in that tv-radio was given only 224 lines more than films received. Theatre owners suggested that this was probably because the Post-Gazette had no Sunday edition. These studies have shown that the weekend amusement pages usually give the most excessive space to tv-radio.

Not 'Playing It Smart'

"I feel these newspapers aren't playing it smart at all," said a spokesman for theatre owners. "They're in business to sell ads, yet tv is taking ads away from them. And it keeps people at home, while movies are constantly bringing people out as potential customers for other businesses."

He added that protests to all three newspapers had brought no results.

Ohio County Proposes Ticket, Soft Drink Tax

COLUMBUS, O., Sept. 6.—Drive-ins as well as conventional theatres located outside corporate limits of cities, towns or villages would be subject to a county admissions tax is proposals made at a special committee meeting on taxes of the Ohio Legislative Service Commission here become law. The committee also heard proposals for a one-cent tax on each six-ounce serving of soft drinks, which it is estimated would raise from \$12 to \$14 million per year in Ohio. A call to fight the proposed taxes was sounded by Robert Wile, secretary of the Independent Theatre Owners of Ohio, who urged all Ohio theatremen to contact their senators and representatives in the Ohio legislature.

Variety Club

(Continued from page 1)

raised in most part by a series of telethons organized by the Catherine Variety, Fund, Inc., the fund-raising branch of Tent One, headed by George W. Eby, first assistant chief Barker of Variety International.

Participating in the telethons, aired over KDKA-TV, were names like Perry Como, Dennis James, Walt Framer and his Big Payoff cast, Ted Lewis and a host of area entertainers. Thousands of contributions received from the telethons were augmented by large gifts from the Philip Murray Foundation, the United Steelworkers, whose president David J. McDonald, is a member of Tent One.

Completely modern in every respect, the new four-story structure is a memorial to Tent One and the late Philip Murray. It is entirely self-contained with nurseries, operating rooms, living quarters for mothers and staff, laundry, chapel, dining rooms and special facilities for the care of mothers and infants.

Bill Burns 'Emcee'

Participating in the dedication program will be George W. Eby; Bishop Diocese; David J. McDonald; Ray Scott, chief Barker of Tent One; John H. Rowley, chief Barker, Variety Clubs International; John H. Harris, a founder of Variety and International Dough Guy; Jack Beresin of Variety Clubs International; George C. Hoover, executive director of Variety Clubs International, and newscaster Bill Burns, who will emcee the event.

FCC Licenses

(Continued from page 1)

to be Mt. Grant Television Booster Service Corp., Hawthorne, Nev., to translate the programs of KREN-TV, San Francisco; and James R. Oliver for two translator stations to serve Bishop, Cal., by translating programs from KNXT and from KRCA, Los Angeles.

REVIEW:

Bride of the Monster

Banner

The atom has finally caught up the unending stream of horror n dramas. That element, plus the able marquee draw of the late Lugosi, are visible selling prospects for this attraction which has produced and directed by Ed D. Wood, Jr.

It follows a familiar vein, true; Lugosi and a sizable supporting go through the assigned action dialogue of the Wood-Alex Go screenplay with something approaching briskness and the film benefit accordingly.

Lugosi, a scientist, makes us atomic developments in his experiments with increasing the size both man and beast. That he's apparently putting the bodies of millions of people through his various experimental phases is overlooked by the ous men of science.

Newspapers and police, how start an intensified search for alarming number of area residents who have suddenly disappeared to the fray come reporter Lou King and police lieutenant, Tony Coy, her fiancé, and it's not long before Lugosi finds Miss King, her under hypnotic influence, and ed by mute giant Tor Johnson.

From here, it's only a matter time and circumstance before aut ties arrive in force, take proper n ures, and Miss King and McCoy reunited.

Running time 67 minutes. Gen classification.

BFPA to Send

(Continued from page 1)

immediately prior to the conversion Major Angel's record-breaking "R for the Sky" is regarded as like head the list of British films t submitted.

At a press conference today, Henry commented on the strongest TOA members currently evincing in British film screening adding "We are anxious to cooperate in this exceptional movement on part of Americans."

Catholic Film Committee Meets in K.C. Sept. 2

The Committee for the Formation of The Catholic Film Foundation will meet Sept. 12, at the President Hotel in Kansas City. This is the first meeting of the committee called by Monsignor Leo J. McCormick, secretary.

The purposes for establishing the Foundation are to finance the production and procurement of audio-visual aids and Catholic motion pictures and the present system of distributing Catholic films and audio-visual aids to the 77,000 Catholic outlets in the United States and Canada.

Representing the film industry, the large committee aiding the Foundation are Pat O'Brien, Denis Day and Gene Lockhart.

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OL. 80 NO. 49

NEW YORK, U. S. A., MONDAY, SEPTEMBER 10, 1956

TEN CENTS

EDITORIAL

Industry Talent or Pinanski Plan

By Sherwin Kane

VERY important segment of the industry remains anxious to see something started as soon as possible on the exploration and possible development of the idea offered by Pinanski for revitalizing the financial structure of the industry to make it more attractive to investors. Pinanski, a member of COMPO's governing authority, suggested that industry organization invite fiscal experts familiar with the industry to consider the proposal.

Quite a few eminent members of the nation's financial community already are associated with the industry serving as officers or members of boards of various of the companies. For example, Serge Semenenko, fellow Bostonian of Pinanski's, chairman of the board of Warner Bros., and a major stockholder in the company. Also, Semenenko's associate, in Warners, Charles Allen. At Paramount are Stanton Griffis, member of the investment firm of Haphill, Noyes & Co.; Edwin L. Wisk, corporation lawyer closely identified with New York's financial community, and others such as John Hutz, Maurice Newton, and Conger G. Dyar. In 20th Century-Fox, is Robert Lehman of the well known investment firm, Lehman Bros. In Columbia, Donald Stralem and Abe Schneider; Warners' Sam Schneider; Muey's Floyd Odlum.

and so with other companies where there is to be found one or more financial specialists of uncommon ability. Nor should Pinanski himself be overlooked, for as a member of the board of John Hancock Mutual Life Insurance Co., and of the executive investment committees of the Bokline (Mass.) Trust Co., among other posts, this member of COMPO's governing authority knows his way around the world of finance.

Obviously, there is no lack of qualified men in the industry capable of furthering the Pinanski idea. And, as Pinanski suggested, COMPO is the body to bring them together for purpose.

Two Papers Own TV-Radio Stations

News Space in Washington, D. C. Papers Weighted in Favor of TV

By J. A. OTTEN

WASHINGTON, Sept. 9.—As in most other cities surveyed so far, newspapers in the Nation's Capital give a disproportionately large amount of free promotional space to radio and television, as compared to that given motion picture theatres.

RKO Will Use National in Minneapolis

RKO Radio Pictures, Inc., will discontinue distribution of its films through its own physical system in Minneapolis, Milwaukee and St. Louis on Sept. 14, according to the office of Walter Branson, worldwide general sales manager of RKO.

Inspecting and shipping of films would be taken over by the National Film Service Co. on that date, although RKO stressed the fact that the present exchange offices in those

(Continued on page 2)

Joel Levy, Loew's Buyer, Retires After 27 Years

Joel Levy of Loew's Theatres is retiring after 27 years of film buying and booking for out-of-town houses, according to the company. Levy joined Loew's in August 1929 after eight years with the Wilmer & Vincent circuit where he was manager,

(Continued on page 6)

A survey of the three Washington newspapers over a recent 10-day period showed that while motion picture theatres took about four times as much advertising space as radio and television—some 4,038 column inches against 994—the papers gave almost twice as much free space to radio and tv as to motion pictures—some 3,150 column inches against only 1,665.

To state it slightly differently, advertising by theatres took up anywhere from two to four times the amount of free space provided the motion picture industry—depending

(Continued on page 6)

Brothers Warner Stock Transactions Told SEC

From THE DAILY Bureau

WASHINGTON, Sept. 9.—Some details of the July stock transactions involved in the change of control of Warner Brothers Pictures have been revealed in a report to the Securities and Exchange Commission.

The report showed that Jack L. Warner, who remained to head the company, bought 500,000 shares and sold 600,000 shares at a lower price on July 10, when control of the com-

(Continued on page 2)

New Line-up

Weaver Quits NBC; Sarnoff Promotes 4

Sarnoff Voices Regret In Accepting Resignation

Sylvester L. "Pat" Weaver, Jr., stormy petrel of the television and radio industry, resigned Friday from NBC, where he had been chairman of the board for the past year.

Although there had been rumors of an upheaval at NBC for several days, the announcement came suddenly late Friday afternoon when Robert W.

Sarnoff, president, sent a memo to all NBC employees in which he said that "with personal regret" he had to announce that Weaver had submitted his resignation, effective immediately, and that it had been accepted by the board of directors.

The announcement concluded, "I know that all of you join me in ex-

(Continued on page 2)

Appeal Wis. Trust Suit To U.S. Supreme Court

From THE DAILY Bureau

WASHINGTON, Sept. 9.—The Supreme Court has been asked to sustain a Wisconsin exhibitor's anti-trust suit against major distributors and four theatre circuits formerly controlled by 20th Century-Fox.

The case involves a determination of the statute of limitations for anti-trust suits under Wisconsin law. The general issue has lost much of its importance since Congress recently passed a law setting up a uniform Federal time limit on these suits, supplanting the various state laws which had previously governed.

Sheldon M. Grengs, who operated a theatre in Wausau, Wisconsin, in the early 1940's, brought suit in 1951

(Continued on page 6)



Sylvester Weaver

Television Today

IN THIS ISSUE

PAGE 9

- Our reporter looks into the matter of Bert and Harry (Piel, that is) and comes up with interesting reactions to same.
- Spotlighting the News in Television Today.
- The Showmakers—the folks who make the programs; A look across to Britain's Television news and views.

PERSONAL MENTION

Y. FRANK FREEMAN, Paramount vice-president in charge of production, will be special chairman of the motion picture industry for the observance of the 16th annual National Bible Week, Oct. 15 through 21.

DUNCAN ETHERIDGE of the J. Arthur Rank Organization, arrived in New York from London on Saturday via BOAC.

SAM KRESS, of the M-G-M wardrobe department, has returned to New York from Europe en route to the Coast.

CHARLES TUCKER, British talent agent, arrived here from London yesterday via BOAC.

MRS. FRANCES DUKEHEART, formerly secretary to CHARLES TOUCHON, office manager for United Artists in Los Angeles, has left there for a visit in Atlanta.

MORGAN HUDGINS, M-G-M publicist, will return to New York today from Europe en route to Hollywood.

DAN DORAN, executive assistant in the Paramount production department, left here yesterday for London via BOAC.

MARTY MELCHER, producer, will arrive in New York today from the Coast.

Post Story Relates Rise of the Drive-in

Outdoor movies are explained and praised in the Sept. 15 *Saturday Evening Post*, out tomorrow, in an article by Frank J. Taylor, who calls them the "haughtily ignored Cinderella" now being welcomed with open arms by film industry tycoons. In the eyes of the industry, Taylor says, they are justified on the grounds that they now bring in almost one-fourth of Hollywood's income, enough to be the difference between profit and loss.

"The ozoners," as the drive-in theatres are currently known in Hollywood, are traced from their inauspicious birth in 1933 to the present, by Author Taylor, who also gives the magazine reader the inside dope on how anyone can go about starting a new open air theatre.

"In 1956 there were more than 5,000 drive-in movies in the United States and Canada," he reports. "Last year, when only a dozen or so new conventional theatres were opened in the entire country, 389 new drive-ins were launched at a cost of \$79,880,000."

Weaver Resigns NBC Post

(Continued from page 1)

tending to Pat our best wishes for the future."

The resignation was made known only a few minutes after NBC had announced a reorganization of top executive posts with four promotions of men within the company to executive vice-presidencies to head programs and sales, production facilities and spot sales, administration and personnel, and corporate relations.

Result of Internal Study

As a result of internal studies he made since becoming president of the company nine months ago, Sarnoff said, the following top management changes and promotions have been made:

Thomas A. McAvity, formerly vice-president of the tv network, to the new post of executive vice-president, tv network programs and sales.

Charles R. Denny to executive vice-president, operations. He will be in charge of tv and radio network production facilities and spot sales.

John M. Clifford to executive vice-president, administration, to be in charge of the various administrative and personnel departments.

David C. Adams, executive vice-president, corporate relations, in

charge of a newly created group consisting of station relations, Washington office and planning.

By organizing NBC activities into four major groups, each headed by an executive vice-president, Sarnoff said, the company's management would be permitted to "concentrate its time and thought on major activities and on plans for the future."

Pat Weaver's colorful and meteoric career has attracted wide attention to NBC since he joined the company in 1949 in charge of tv. His program innovations and ideas for the future of broadcasting made good copy in the trade and national press.

Had Been Agency Official

He came to NBC from Young and Rubicam, where he had been a vice-president for two years, after a 12-year stint as advertising manager in the legendary American Tobacco Company ad department. He began his broadcasting career in 1932 with the Don Lee network in California.

He was named in charge of all NBC radio and tv network activities in 1952, vice-chairman of the board in 1953, and president of the company in 1953. He became chairman of the board late last year when Robert Sarnoff became president.

Warner Stock

(Continued from page 1)

pany passed to the group headed by himself and Serge Semenenko. The report did not indicate from whom Warner bought the 500,000 shares but presumably they were from his brothers Albert and Harry M. Warner, and members of their families. At the end of the transactions, Jack Warner retained 198,999 shares in his own name and 13,400 shares in a trust account, for a total holding of 212,399 shares.

The report also showed that Albert Warner had sold 151,000 shares in his own name and 26,000 shares held in trust account, leaving himself with 21,700 shares in his own name and through trust accounts. The report contained no listing for Harry M. Warner.

Morgan Funeral Today

WASHINGTON, Sept. 9—Funeral services will be held tomorrow for Joseph P. Morgan, one of the country's pioneer theatre operators, who died here at the age of 76.

In 1907 Morgan opened one of the first motion picture theatres in the United States, the Seenie Theatre, in Georgetown here. Later he opened other theatres, and became associated with the late Harry M. Crandall in the Crandall circuit.

RKO to Use National

(Continued from page 1)

locales would continue to function as before in all other services.

"Personnel on the office staffs involved have all been taken care of," RKO said. They will continue to do the work they are doing, they said, with the difference that some of them will now be in the employ of the service company.

This shift to outside handling of films will mark the first large-scale move among major film corporations to farm out physical distribution. A growing trend in this direction has been apparent in the industry over the past year. Several film companies have already made use of such service companies in scattered instances. A RKO has used them in Chicago, New Haven and Omaha. Results, they said, were satisfactory enough to bring about this more extensive change-over in the mid-west.

Tender 627,000 Shares

Warner Bros. Pictures, Inc., announces that as a result of its invitation to stockholders to tender stock of the corporation, approximately 627,000 shares of stock have been tendered for approximately \$17,586,000. All stock validly tendered was purchased. Payment for stock tendered will be mailed next week.

... NEWS ROUNDUP

Plan Shark-Leather Tie-in

An unusual promotional campaign on both the national and local levels has been prepared for "The Sharkfighters," production of Samuel Cowyn, Jr. Keyed to acquaint the consumer market with the value of shark leather, participants will include 20 of the nation's leading manufacturers of shark leather products, and will see 460 major stores throughout the country tie in with local theatre engagements of the production.

Finish 'Rock, Rock, Rock'

Principal photography of the Vanguard production, "Rock, Rock, Rock" has been completed, it is announced by Max J. Rosenberg, president of Vanguard. Distributors Corporation of America will release picture in mid-November.

Spiegel Signs Guinness

Sam Spiegel has signed Alec Guinness as the second of four male stars for his Horizon-American Films production of "The Bridge on the River Kwai," having previously announced Jack Hawkins. "Kwai" is a Columbia Pictures release.

New 'Giant' in Paperback

A new paperback edition of Edna Ferber novel, "Giant," with color cover and title page illustrated from scenes of the George Stevens production for Warner Bros., has been issued by Pocket Books.



Only 8½ hours!
Fly UNITED
DC-7s
nonstop to
LOS ANGELES!
two flights daily!
UNITED AIR LINES

Kalmus Award To Dr. Hanson

Dr. Wesley T. Hanson, Jr., head of the Color Photography Division of the Eastman Kodak Research Laboratories,



Dr. W. T. Hanson

Rochester, N. Y., has been selected as the first recipient of the Society of Motion Picture and Television Engineers' Herbert T. Kalmus Gold Medal Award. Presentation of the award will be made Oct. 9 during the society's 80th convention at the Ambassador Hotel, Los Angeles. The Kalmus Medal is awarded for "outstanding contributions in the development of color films, processes, techniques or equipment useful in making color motion pictures for theatre or television use."

Dr. Hanson was selected for his contribution to the ideas and concepts upon which the production of Eastman Color Negative, Color Internegative and Color Print films are based, including the use of color couplers and the analysis of photographic characteristics and color requirements for films used in professional color motion picture photography.

A fellow of the SMPTE, Dr. Hanson joined Eastman Kodak in 1934 after receiving his Ph.D. in chemistry from the University of California.

Named by 6-Man Committee

Dr. Hanson was nominated as recipient of the Kalmus Award by a committee under the chairmanship of Deane R. White of du Pont. Other members of the committee are Dr. C. Daily, Paramount Pictures; H. H. Muir, Ansco; Frank N. Gillette, General Precision Laboratories; William Kelley, Motion Picture Research Council, and Cyril J. Staud, Eastman Kodak.

Reade Sets Supervisors

The creation of three new theatre operations supervisory positions has been announced by Walter Reade, Jr., president of Walter Reade Theatres. The move, designed to effect greater administration throughout the circuit, will go into effect immediately. Mike Dorso, presently manager of the Community Theatre, Kingston, N. Y., will head the Northern district, including all theatres in Kingston, Saratoga Springs and Hudson, N. Y. The central division, composed of Morristown, Plainfield, Perth Amboy and Woodbridge, N. J., will be under the direction of Paul Petersen. John Palmer, presently city manager of Asbury Park, N. J., will supervise the New Jersey towns of Asbury Park, Edison, Eatontown, Long Branch and Freehold.

Top Bracket Tie-up Available in National Contest on FAME Money Maker Poll

By WALTER BROOKS

Today's Daily carries a color insert of the fine spread which will appear at the end of this week in the September 17th issue of "Life" magazine, to launch the Lustre-Creme \$35,000 Sweepstakes as an audience promotion with the benefit of cooperative advertising. The insert will explain itself in all the details of interest to theatre operators, movie fans and the public.

However, this is of major importance to top-bracket circuit executives and management groups, who will see in it the opportunity for tieups along their own Main Streets, with thousands of local dealers, all interested in a promotion for mutual advantage. There is nothing to buy; no box-tops or purchases are necessary. It is a sweepstakes for substantial prizes, with \$20,000 cash, to the top winner, and plenty of runners-up provided for, as well.

We commend the contents of this advertising insert to your personal attention, for anybody is eligible to win, except the employees of the Colgate-Palmolive Company, their advertising agencies, and Quigley Publishing Company. The top screen actress of the year will be determined by the 25th Annual FAME Poll, to be announced in MOTION PICTURE HERALD in December.

Forecast Uncertain for SBA Loans to Theatres

From THE DAILY Bureau

WASHINGTON, Sept. 9.—Small Business Administration officials cautioned theatre owners not to get their hopes too high on the chances of the agency deciding to make theatres eligible for SBA loans.

They said that the agency's Loan Policy Board has several times in the past few years reviewed the agency's policy of refusing to make loans to amusement parks, theatres and other entertainment industry companies, and each time has decided against changing that policy.

Pressure Extremely High

They admitted, however, that the Board has never been under as much pressure to switch as it is now, with the recent recommendation of the Senate Small Business Committee that theatres be made eligible for loans and with the drive being put on by the Theatre Owners of America.

The problem has definitely been put on the Board's agenda for its meeting tentatively set for Sept. 17. SBA officials have prepared a detailed factual survey of the problem and of the arguments pro and con, and will put it before the Board at that time. They said they thought the Board would reach a decision one way or the other on the subject at that time, unless it should decide it needed additional information and study. They also said that all three members of the Board had already been made aware of the Senate committee's views.

Lehman Dies in K. C.

KANSAS CITY, Sept. 9.—Lawrence Lehman, a prominent Kansas City theatreman, 56, whose name indelibly was linked with vaudeville entertainment, died Friday in a hospital here, following an illness of two months. Lehman, who retired in 1953 as manager of the RKO Missouri Theatre, became ill shortly after he and his wife returned to Kansas City following a European trip.

TV Code Membership Parleys to Be Resumed

From THE DAILY Bureau

WASHINGTON, Sept. 9. — Further discussions will take place in San Francisco late this month looking toward resumption of Television Code membership for tv film producers.

The discussions will be held Sept. 25 between officials of the Code Review Board of the National Association of Radio and Television Broadcasters and officials of the Alliance of Television Film Producers. The Alliance recently endorsed the NARTB Television Code as "the ethical and moral standard governing entertainment films" produced by Alliance members. The NARTB has long been seeking to make tv film producers affiliate members in the Code set-up.

Progress on the affiliation proposal will also be studied at the Code Review Board's next meeting in Washington on Oct. 3 and 4. At that time, the Board will also review reaction to its recent stands against excessive advertising on tv programs.

WB Features, RKO Shorts to WBZ-TV

BOSTON, Sept. 9.—One of the outstanding motion picture deals in local video history has been signed by Station WBZ-TV for 754 Warner features, 750 RKO shorts and 240 Popeye cartoons, at a total cost to the station of nearly \$1,000,000. The deal was made through Associated Artists Productions, Inc.

Generally, the Warner films will play over Channel 4's existing motion picture time periods. Adult films reportedly will be shown on "Hollywood's Best" on Saturday nights at 11:10 and possibly on the "Night Owl Theatres" on Sundays at 11:30.

The "family" films will be scheduled on "Pleasure Playhouse" Sundays at 5:30. Still others will be used for a "Boston Movietime" series running Mondays through Fridays starting today.

Outlook for Tax Reduction Appears Good

From THE DAILY Bureau

WASHINGTON, Sept. 9.—If party platforms mean anything, some special tax relief should be coming in the next year or two for small business.

Both the Republican and Democratic party platforms pledge this action. The Democrats flatly promised tax cuts for small business, while the G.O.P. promised to "work towards" such tax cuts.

Proprietorships Not Included

The special White House Cabinet Committee on Small Business recently recommended, among other things, that the corporate tax rate be dropped from 30 per cent to 20 per cent on the first \$25,000 of annual profits. One catch about the relief contained in this proposal, however, is that many small businesses in the motion picture industry and other fields operate as individual proprietorships or partnerships, and not as corporations. Thus a drop in the corporate tax rate would not necessarily help them.

Just how fast any new Administration or Congress moves toward general tax relief will probably depend, more than on party platforms, on the size of the Federal budget surplus. Barring a depression, neither party is likely to push tax cuts that would put the country back in the red.

See \$700,000,000 Surplus

The Administration, in its recent mid-year budget review, predicted the surplus for the current fiscal year ending next June 30 would be about \$700,000,000. While this is somewhat better than the \$400,000,000 predicted last January for the current fiscal year, it is still not large enough to permit too much tax cutting. However, some Democrats think Secretary Humphrey is still estimating low on the revenue side, and that if spending does not increase further, the 1957 surplus will be considerably larger than \$700,000,000.

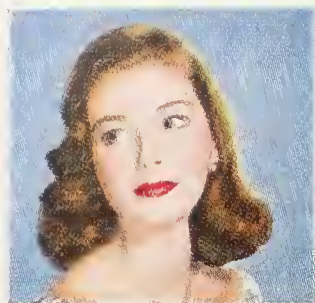
Even a \$700,000,000 surplus, of course, would permit some small business or excise tax relief, even if it did not permit general corporate or individual income tax cuts.

Hearings Scheduled

Several Congressional committees will be busy this fall studying tax problems, with an eye to action next year. The House Ways and Means subcommittee headed by Rep. Ford (D., R. I.) has already announced hearings starting Nov. 26 on excise tax rate changes. Another subcommittee headed by Rep. Mills (D., Ark.) will hold hearings and conduct staff work on broader tax questions, and the Senate Finance Committee has directed the Congressional tax staff to study business proposals for tax changes.

This ad in full color will appear in LIFE September 17th, and subsequently
ROMANCES, TRUE STORY, TRUE EXPERIENCE, TRUE LOVE STORIES, PHOTOPLAY, TRUE

Greatest Movie Season Ever



PIER ANGELI, co-starring
in M-G-M's
"Somebody Up There Likes Me"



VIVIAN BLAINE, co-starring in
"Public Pigeon Number One"
An RKO-Radio Picture.
Color by Technicolor



CYD CHARISSE, co-starring in
M-G-M's "Silk Stockings"



JEANNE CRAIN, co-starring
in M-G-M's
"The Fastest Gun Alive"



DORIS DAY, co-starring in
"Julie"—An Arwin Production
for M-G-M Release.

Name your favorite-and you may win Lustre-Creme \$35,000

No skill required! Nothing to buy! No jingles! No sentences to complete!



ANN MILLER, co-starring in
M-G-M's "The Opposite Sex"
In CinemaScope and Metrocolor.



SHEREE NORTH, starring in
"The Best Things In Life Are Free"
A 20th Century-Fox Production.
In CinemaScope. Color by DeLuxe.



MAUREEN O'HARA, starring in
"Everything But The Truth"
A Universal-International Picture
In Eastman Color.



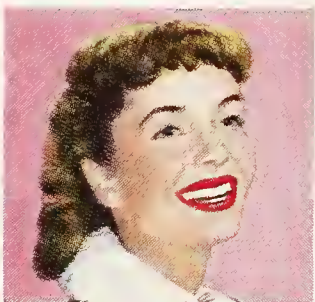
OEBRA PACET, co-starring in Cecil
B. DeMille's Production of "The Ten
Commandments". A Paramount Picture
in VistaVision. Color by Technicolor.



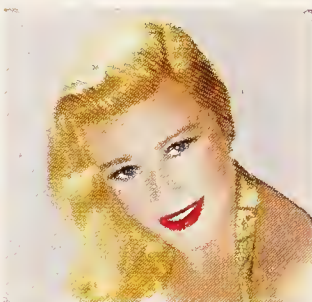
ELEANOR PARKER, co-starring
in M-G-M's
"The Painted Veil"



JANE POWELL, starring in
"The Girl Most Likely"
An RKO-Radio Picture.
Print by Technicolor.



DEBBIE REYNOLDS, starring
in "Tammy"
A Universal-International Picture.
Print by Technicolor in CinemaScope.



GINGER ROGERS, starring in
"The First Traveling Saleslady"—An
RKO-Radio Picture. Print by Technicolor



JANE RUSSELL, starring in
"The Revolt of Mamie Stover"
A 20th Century-Fox Production
in CinemaScope. Color by DeLuxe.



ELIZABETH TAYLOR, co-starring in
M-G-M's "Raintree County"
Filmed in M-G-M Camera 65 and Color.



NATALIE WOOD, co-starring in
"A Cry In The Night". A Jaguar
Production presented by Warner Bros.



DANA WYNTER, starring in
"The Sixth of June"
A 20th Century-Fox Production.
In CinemaScope. Color by DeLuxe.



If your favorite is a star
not pictured, send in her name
on entry form.

*What are the ANNUAL FAME POLLS?

The FAME POLL was originated 25 years ago by the Quigley Publishing Company, a leading publisher of newspapers and magazines relating to the motion picture world.

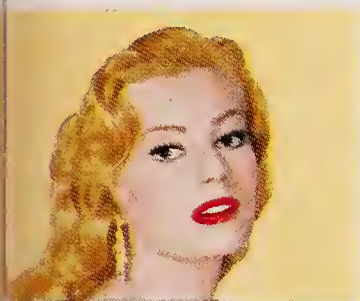
Each year, FAME magazine conducts a poll among theatre owners and managers from coast-to-coast to determine the top Hollywood box office stars.

Last year Grace Kelly was Top Screen Actress of the Year in the Fame Poll. Who will get the honor this year? Will it be the star whose name you send in on the entry form on the next page? If so, you may win \$20,000. See details on opposite page.

FREE! Special full color poster of this ad for lobby
Motion Picture Herald,

McCALL'S, LADIES' HOME JOURNAL, SCREEN STORIES, MODERN SCREEN, MODERN ROMANCE and TV RADIO MIRROR—a total readership of over 100,000,000.

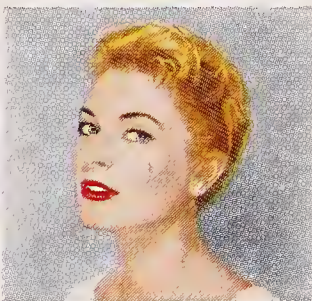
Presents Many Top Stars!



ANITA EKBERG, co-starring in "Back from Eternity" An RKO Radio Picture.



RHONDA FLEMING, co-starring in HAL WALLIS' "Gunfight At The O.K. Corral". A Paramount Picture in VistaVision. Color by Technicolor.



GRACE KELLY, co-starring in "High Society"—A Sol C. Siegel Production. An M-G-M Release in VistaVision. Color by Technicolor.



DEBORAH KERR, co-starring in M-G-M's "Tea and Sympathy" In CinemaScope and Metrocolor.



VIRGINIA MAYO, co-starring in "Buffalo Grass". A Jaguar Production. Presented by Warner Bros.

a Great Big Cash Prize in the Movie-Star Sweepstakes!

Here's all you do to enter: Study the faces of the Lustre-Creme Girls pictured here. Decide which one of these stars (or another of your own choice) you would like to see win the Twenty-Fifth Annual FAME POLL*

☆☆☆☆

Send in her name on the entry form at lower right.

Choose the actress you would like to see win the 25th Annual FAME Poll as the "Top Screen Actress of the Year." Simply write the star's name, and your name and address, on the Sweepstakes Entry Blank in the lower right hand corner. Nothing to buy ... nothing to pay for ... and you may win the first prize of \$20,000—or one of the many other cash prizes.

Send in as many entries as you want—but use a different entry blank every time. (Ask for extra entry blanks wherever you buy Lustre-Creme, or

send in your entry on a postcard, or use a plain piece of paper—mailing each entry form separately.)

Each of the stars shown here uses Lustre-Creme, Hollywood's favorite shampoo. And there's a good reason why 4 out of 5 top Hollywood movie stars prefer it. Because Lustre-Creme never dries—it beautifies. It's blessed with lanolin—always leaves your hair star-bright, satin-soft, a joy to manage. Use it once—and Hollywood's favorite Lustre-Creme Shampoo will be your favorite, too!

Hollywood's Favorite
Lustre-Creme Shampoo

*Never dries
it Beautifies!*



Cream
or Lotion

FIRST PRIZE \$20,000
SECOND PRIZE 5,000
5 THIRD PRIZES OF 1,000 each
500 FOURTH PRIZES OF 10 each

Here's all you do:—

1. **PRINT** on the entry form (or on plain paper or postcard) your name and address plus name of movie star whom you would like to see named "Top Screen Actress of the Year" in the 25th Annual FAME Poll.

2. **MAIL YOUR ENTRY TO** Lustre-Creme Sweepstakes, P. O. Box 9, New York 46, New York.

3. **SEND AS MANY ENTRIES AS YOU WANT**—but mail each one separately.

4. **ENTRIES MUST BE POSTMARKED** on or before November 10, 1956, and received not later than November 17, 1956.

If your entry carries the name of the star who is designated "Top Screen Actress of the Year" by FAME Magazine, your entry will be eligible for the Sweepstakes Drawing.

All prize-winners will be selected by blindfold drawing by executives of Advertising Distributors of America. Only one prize to a winner. Judges' decisions final.

Top winner will be announced on Colgate-Palmolive TV program, "Strike It Rich," December 14. (See local TV listings for time and station.)

This sweepstakes is open to all residents of the continental United States, Hawaii and Alaska, except employees and their immediate families of Colgate-Palmolive Co., its advertising agencies and the Quigley Publishing Co. Void in the State of New Jersey. Subject to all other Federal and State regulations.

(Note: If FAME's "Top Screen Actress of the Year" is named by fewer persons than there are prizes, all entries will be eligible to participate in the Lustre-Creme Sweepstakes.)

USE THIS HANDY ENTRY FORM

(additional forms at your Lustre-Creme Dealers) Q2
LUSTRE-CREME \$35,000 MOVIE-STAR SWEEPSTAKES

Mail to: LUSTRE-CREME SWEEPSTAKES
P. O. Box 9, New York 46, N. Y.
I would like to see Movie Star

(print in star's name clearly)

named as the "Top Screen Actress of the Year" in the 25th Annual FAME Poll.

My Name _____

Address _____

City _____ P.O. Zone _____ State _____

display available on request to "Managers' Round Table",

270 Sixth Avenue, New York 20, N.Y.

Loew's 'Memo' Capital Papers Favor TV Wisconsin Suit Weighs Film, TV News Space

(Continued from page 1)

"It's unfortunate, though necessary, that paid space vs. free space has to be injected into the issue" of newspaper attention paid to tv-radio compared with motion picture-theatres, says the lead article in the current issue of Loew's Theatres Movie Memo, which is published bi-weekly as a service to editors, columnists and commentators.

Ernest Emerling, vice-president of Loew's Theatres, observes that the essay was "inspired by your MOTION PICTURE DAILY stories" on the subject. Those stories, in turn, were inspired by the recent National Theatres' Western newspaper space survey report and the admonition of Elmer C. Rhoden, N. T. president, to his theatre managers to call the attention of their local newspaper publishers and editors to what was taking place in their columns.

Inconsistencies Cited

Loew's Movie Memo takes note of some inconsistencies in the situation:

"We are aware that some movie editors are forced to fight for space as hard as publicists do to crash that space. M. E.'s in some cases have been conditioned to believe that there's no longer news in pictures and picture people. They're mighty wrong; new faces, new producers, worldwide production, and continuing technical developments have brought movies to an all-time high in public interest. Paradoxically, these same editors will rip the front page apart when a blonde import is butted into a swimming pool, a player becomes embroiled with John Law, or when an ingenue-type gets a pair of gloves tossed in her pretty puss by an established actress."

Points to 'Premium'

"It's unfortunate, though necessary, that paid space vs. free space has to be injected into the issue. Actually in 90 per cent of the newspapers there is no such thing as "free space." Amusements pay a high premium for their space on the theory that the money to support the editorial end of the department must come from somewhere. However, the attitude that a theatre or film company should approach a paper with a paid ad in one hand and a blurb or piece of art in the other, should have been changed about the time high-button shoes went out of style," the article observes.

on the paper—while the radio and tv industries got anywhere from two to seven times as much free promotional space as they accounted for in paid advertising.

For whatever it's worth, two of the local papers—the Star and the Post-Times Herald—own local radio and tv stations.

Breakdown, Paper by Paper

Here are the figures for the individual papers:

The Post-Times Herald gave the motion picture industry about 672 column inches of promotional material over the 10 days, during which it carried 1,473 column inches of film advertising. During the same period, it gave radio and tv 1,123 column inches of promotional space in return for only 498 inches of advertising.

The Star gave the film industry 714 inches of free space, while carrying 1,441 inches of advertising, but gave radio and tv a whopping 1,472 inches of free space in return for only 211 inches of advertising.

The tabloid News, over a nine-day period (no Sunday edition), gave the film industry 279 inches of promotional space, and had 1,124 inches of advertising. At the same time, it gave the radio and tv industries 555 inches of promotional space in return for only 284 inches of advertising.

Servicing Companies Included

The figures are all the more impressive when it is noted that the totals for radio-tv advertising in all three cases include advertising on the radio-tv pages by companies engaged in servicing tv sets. On the other hand, the Post figures for promotional film material would have been slightly higher if Louella Parsons, whose column the Post carries usually, had not been on vacation during this period, with the result that the column did not appear.

The totals include special film and

radio-tv sections put out by both the Post and Star on Sundays. They also include the daily radio-tv log listings in all three papers. For both the Post and Star, the only day on which the free space for motion pictures exceeded the advertising was on Sunday in the special sections. However, on the same days the amount of free space in the special radio-tv sections exceeded the advertising even more markedly than usual.

National Theatres president Elmer C. Rhoden originally pointed out the disproportionate amount of free space given by newspapers to radio and television in connection with his company's survey of Western newspapers. Since then, surveys of papers in other cities have underlined the situation. Rhoden has instructed National Theatres managers to visit newspaper publishers and editors in their territories and call the situation to their attention.

Mexico City's Papers Keep Breaks Even

By LUIS B. CELIS

MEXICO CITY, Sept. 9.—All local daily newspapers, the majors, El Universal, Excelsior, Novadades, The News (English language tabloid), La Prensa (tabloid); and El Nacional (Government organ) and El Popular (leftist), as well as El Universal Grafico (tabloid) and Las Ultimas Noticias, without Sunday editions, and the evening edition of Ultimas, are about even—an average of a page to both tv and motion picture theatres, week days, and about twice that much Sundays.

This attention to tv, however, has developed rapidly since 1950, when tv began in Mexico. Six years ago, it was mostly film news with a little attention to radio. Each of the daily publications named has at least one film-theatre columnist and a staff writer covering tv-radio.

Fox to Make Authentic Jesse James Story

A new CinemaScope version of "Jesse James," 1939 film which starred Tyrone Power, is being prepared by 20th Century-Fox. This time around it will star Robert Wagner and Jeffrey Hunter as the notorious outlaw brothers, and will be titled, "The True Story of Jesse James." Herbert Swope Jr. will produce and Nicholas Ray will direct. Considerable research is being done in the James' boys native locality, Missouri, with a view to attaining utmost authenticity.

Meet Eisenhower on World Good Will

From THE DAILY Bureau

WASHINGTON, Sept. 9.—Y. Frank Freeman and George Murphy will represent the industry at a meeting with President Eisenhower on Tuesday to discuss a program for promoting international understanding.

Freeman and Murphy will be two of 40 committee chairmen, all representing various phases of American life, who will meet with the President, Secretary of State Dulles and other Government officials. Following

(Continued from page 1)

against the eight major distributors and the four theatre circuits, charging injury as a result of an alleged conspiracy among the defendants. The Federal District court dismissed the action against both distributors and exhibitors, claiming that under Wisconsin law any case had to be brought within two years of the time of injury. The Seventh Circuit Court of Appeals went along with the two-year time limit theory, and held that it threw out the case against the exhibitors, RKO and Paramount, but did not throw out the case against the other distributor defendants because they had signed their consent decrees in the government case within two years previous to the filing of the Grengs suit.

Seen as Penalty-Type Suit

Both the District court and Circuit court, in going along with a two-year time limit, held that a private antitrust suit was a penalty-type suit, governed by the two-year time limit Wisconsin had put on all penalty suits. Grengs, in urging the High Court to okay his action against all the defendants, argued that a private antitrust suit is actually a suit to recover damages for property injury, and should be governed by the six-year time limit Wisconsin put on property damage suits.

"The decision of the court below that the Clayton damage action is a statute penalty is . . . in conflict with the decision of every Court of Appeals that has passed on that question," the Grengs brief declared.

Joel Levy Retires

(Continued from page 1)

district manager, head of publicity and buyer and booker for their Virginia theatres. During his varied career he was a film salesman for Universal and Pathe; branch manager for the Philadelphia exchanges World Film (Selznick) and Box-Office Attractions (Fox.) He also served as editor of the motion picture section of the old "Philadelphia Telegraph" and is a member of the Motion Picture Pioneers.

the meeting the committee chairmen will form their committees, who will then enlist the cooperation of the groups they represent in working projects which will provide contact between Americans and people throughout the world.

Freeman is chairman of the committee from the motion picture industry and Murphy is the chairman of the talent groups for entertainment committee.



2:35 SCREEN ASPECT RATIO WITH OPTICAL SOUND

SUPERSCOPE STANDARDIZES THE WIDE SCREEN

ONLY SUPERSCOPE PROVIDES ANAMORPHIC RELEASE PRINTS FROM STANDARD "FLAT" NEGATIVES

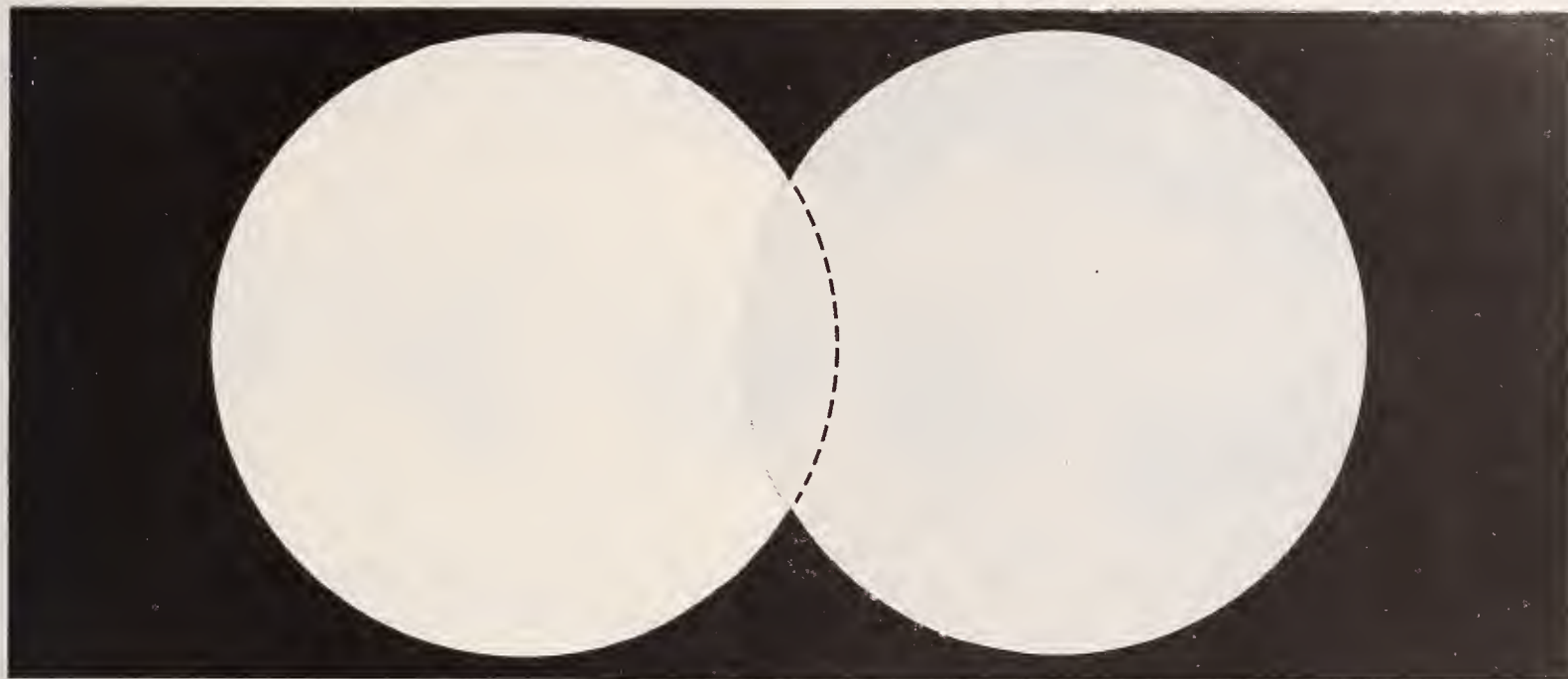
PRINTS BY TECHNICOLOR OR IN BLACK AND WHITE



2:55 SCREEN ASPECT RATIO WITH MAGNETIC SOUND



You can see the difference...



WITH THE NEW **NATIONAL**
TRADE-MARK
11 mm H. I. PROJECTOR CARBON

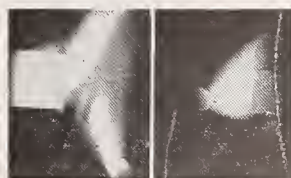
• **10% More Light** • **Up to 25% Slower Burning**

■ There is a noticeable difference in 10% more light. One of the circles above is as white as the paper it's printed on and is exactly 10% brighter than the other circle. You can see the difference, just as your customers can see the difference on your screen when you change to the new "National" 11mm x 20" High Intensity Carbon.

The past few months have seen constant improvement in the line of "National" Carbons. New "Suprex" 7mm and 8mm Carbons, a new 10mm High Intensity Carbon

and now a tremendously improved 11mm High Intensity Carbon to bring you still more light on the screen at minimum cost.

Prove to yourself that the oldest and most extensive arc-carbon research and development program does pay off for you — in quality *and* in savings.



**THE PICTURE IS LIGHT...
GIVE IT ALL YOU CAN WITH
"NATIONAL" CARBONS**

The terms "National" and "Suprex" are trade-marks of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY • A Division of Union Carbide and Carbon Corporation • 30 East 42nd Street, New York 17, N.Y.
SALES OFFICES: Atlanta, Chicago, Dallas, Kansas City, Los Angeles, New York, Pittsburgh, San Francisco • **IN CANADA:** Union Carbide Canada Limited, Toronto

And now EXHIBIT "A" FROM EXHIBITION!



"Second to newspapers were TRAILERS,
with 43 percent of those questioned stating
this as a factor motivating attendance.
This fact was more predominant in the
small towns, due no doubt to limited news-
paper coverage."*

*From statistics compiled by theatre managers for National Theatres' Research Department interviewing persons (whose age brackets ranged from 16 to 20 years) away from the theatre in order to secure opinions from non-theatre goers as well as from regular movie patrons.

TRAILERS BUILD BOXOFFICE



NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

M Package

Station KTTV, Los Angeles, has recently leased 725 feature films from Metro-Goldwyn-Mayer, obtained a national advertiser sponsor 52 films in the package at a fee of \$780,000. Under the terms of a one-year contract, the State-Palmolive Company will pay KTTV \$15,000 a week to sponsor a different MGM film each Friday in prime evening time. The station's pictures from the MGM library thus will offer healthy new competition for network production, specially packaged for television.

Ready, Set . . .

An indication that CBS soon will be putting its Ampex video-recorders into use came last week in the form of a modest announcement from ORRadio Industries, Inc., of Opelika, Ala., that the network has just placed a "size-order" for ORRadio's newly developed Videotape. Delivery is expected to be made within the month.

Negotiator

Joseph Ross, a senior partner in the law firm of Pacht, Ross, and Bernhard, has been appointed negotiator for the Writers Guild of America, west, in connection with the sale of subsidiary rights in members' TV properties. The part of Ross for the Writers Guild of America, east, is Richard Jablow of the New York law firm of Butler, Jablow and Weiss.

Dilemma

The British Broadcasting Corporation is finding out once again that it isn't all beer and skittles as a government operation. The government from London is that the BBC is already embarrassed by the government's curb on its capital expenditure to finance an ambitious expansion program, is currently under the fire of the House of Commons' public accounts committee. The committee has found that the BBC's income from license fees (over £21,000,000 last year) is too high. It recommends that the corporation, created when the BBC was founded 30

years ago, should be reviewed. At the same time, the commercial Independent Television Authority is upset—not only because of the Government's refusal to grant it £750,000 provided to the Authority under the ITA act, but also because it claims that the BBC's increased revenues reflect the number of new sets which went into operation as a direct result of the start of commercial TV operations.

Roach Increase

► Hal Roach Studios this year increased its shooting location in the production of television programs approximately 35 per cent, according to Sidney S. Van Keuren, studio vice-president and general manager. According to the production supervisor of Roach Studios, competitive factors were not the only incentive for Roach companies to go afield in the production of their television series. In qualifying the more extensive remote shooting schedules, Mr. Van Keuren states: "In attempting to introduce new concepts of programming — not just escapist fare—wherever feasible, Roach companies have gone on location to authenticate backgrounds for added production values."

Guild Films Purchases

► Guild Films Company, Inc., producer and distributor of film television programs, has purchased seven top-rated film program series in contracts consummated with a number of television companies, it is announced by R. R. Kaufman, president. The purchase includes 182 half-hour films, of which 26 are in color, and 78 quarter-hour films, of which 39 are in color. Many of them are first-run in many markets. The programs include: "Sherlock Holmes," "Janet Dean," "Duffy's Tavern," "Paris Precinct," "Flash Gordon," "Colonel Tim McCoy," and "Junior Science."

Changing Hands

► The Lone Star Television Corporation, owned principally by J. H. Whitney & Company, New York, last week acquired 90 per cent of the stock in KGUL-TV, Galveston-Houston basic CBS affiliate, from Gulf Television Company, former owners. Paul E. Taft, president of Gulf and who continues as president and general

manager of the station, owns 10 per cent of the stock of Lone Star. Sale price of the station was approximately \$4,500,000. Another Lone Star holding is XOTV, Tulsa.

More Color

► More than an hour of color at midday and another half-hour of color near midnight are on the schedule of WRCA-TV in New York for the new season. Says Thomas B. McFadden, vice-president of the station, effective September 10, today, the station will be broadcasting approximately 65 per cent of its local live program schedule in color.

Commercial Message

► More and more advertising agencies are urging their clients to consider 10 per cent of a program's total cost as a fair invest-

ment in TV commercial production, rather than the present average of three per cent, William Miesegaes, president of Transfilm, said in New York last week. Last year production costs of TV film commercials reached about \$30,000,000 (three per cent of about \$1,000,000,000 total spent in TV last year). Expenditures for commercial production are increasing.

New Detroit Station

► A new and modern television station, WJBK-TV-AM-FM, has been formally dedicated in Detroit. Equipment includes the latest electronic developments, RCA color cameras, set up for both local origination and network, and Ampex taping. Present at the dedication was George B. Storer, president of the Storer Broadcasting Company, of which WJBK is a part.

In Our View

THERE is cause for elation, and approval, in the view of this observer, in the plan, already in effect, of Lever Brothers Company to introduce measures designed to improve the technical standards of television commercial films. The company, one of the nation's largest advertisers, and one of those with the largest stake in television as a prime advertising medium, held an initial meeting in New York last week.

To that session were invited film production officials of six Lever Brothers' advertising agencies and interested network people. Sample one-minute commercial films submitted by 22 cooperating film production firms were examined, studied, discussed. To George J. Zachary, Lever program manager, and Richard E. Dube, his assistant, a nod for an important, provocative step forward in television. Their concentration at this point is on the technical aspects of the production of commercials and that is as well, since the physical production is of obvious basic importance. The sessions will stress particularly photographic quality, lighting, set backgrounds and transmission standards, among other matters of like import.

But as this viewer has said before, and probably will again, the best brains in the advertising agency field, and in all of network television operation, should and must be devoted constantly to the matter of the commercial message on the television medium. There is no possibility of overstating the importance of the selling message, since it carries, from the standpoint of the advertiser, the burden of what he is paying for, and for the network and television generally, the potential of making or breaking the public's feeling for the medium.

—Charles S. Aaronson

"We're Asking You Nicely"—The Bert and Harry "Soft Sell" Is a New Ad Approach

SSOLVE TO: BERT PIEL, SITTING A CHAIR GAZING RAPTUROUS- AT A GLASS OF PIEL'S BEER N TABLE IN FRONT OF HIM. ORGAN MUSIC COMES UP. BERT WITH FULL EMOTION): "A pris- e glass of Piel's light beer am ..."

Opening for "An Amber Paradox"

VINCENT CANBY



NCE LAST DECEMBER the life and times of the upper East Coast reviewer have been considerably brightened by the selling adventures of two of the nation's most unorthodox and appealing hucksters, Harry el ("I'm the tall one") and his stocky, excitable brother Bert ("average in stature"). Harry, calm and serene in the midst of chaos, and Bert, even to sudden anger and just as sudden remorse, are the phalanx of Madison Avenue's new soft-sell approach, a cultural change that has been a long time in coming, and inevitable, ever since the way was blazed years ago by such dissimilar radio salesmen as Arthur Godfrey and the itinerant Henry Morgan.

The phenomenal popular success of Harry and Bert (conceived by Ed Graham, then at Young & Rubicam; first realized on the drawing board of Jack Sidebotham, head of Y & R's art department; articulated by Bob Elliott and Ray Goulding, and animated by UPA) has been the subject of a lot of ghost-writing (soul-searching) along Madison Avenue these days.

"Soft-sell is fine," says one member of the fraternity, "but how can you go with it?" Says another: "Take some of those New Yorker ads, real slick soft-sell—deep dogs dining at the Colony, that sort of thing—you don't know what the hell they're selling..." Says still another: "I'm all for it, but hard-sell will never disappear. The important thing is that TV commercials must ENTERTAIN. They have to, or we're dead." There also has been some ugly talk that although Harry and Bert swell ("John Crosby writes them fan letters!"), they aren't selling beer.

To this, Stephen Schmidt, director of advertising at the Piel's breweries, says in effect: "Non-sense!"

"We're extremely happy with this campaign," he said the other day. "It's definitely doing a job." Then explaining further — and knowing that Brooklyn's Bushwick Avenue (Piel's headquarters) really is not so far from Manhattan's Madison Avenue, he said: "Of course, the waters have been muddied up." That was to say, he went on that because of the many factors at work since Bert and

Harry's first appearance, it was difficult to ascertain just who had done what to sales. "We changed our label... prices have increased... Who can tell?" He also reported as a sort of afterthought that Harry and Bert receive about 50 fan letters a month at the brewery, which is more than some flesh-and-blood stars receive.

One of the odd things about the Harry and Bert campaign is that it has spread the Piel name across the country, by means of the glowing notices of such syndicated columnists as Mr. Crosby, even though Piel's Beer itself is regional with distribution limited to a northeastern six-state territory. Mr. Schmidt said, however, it was unlikely the company would seek to exploit that far-flung fame.

"We have all we can do to service our present markets," he said. "Any expansion in the beer market involves tremendous expenses. Either you have to transport the beer to those markets from present breweries, and freight costs are terrific, or you have to open up new breweries in those markets. Neither of these alternatives is presently contemplated."

To Ed Graham, the man in whose brain Harry and Bert were conceived, the talk that the pair is not selling beer seems rather like the envy of fraternity brothers who do not always love the success of their brothers.

Recently, in the course of the constructive pandemonium of a recording session at WOR (Bob and Ray doing the sound track for coming Harry and Bert announcement of a Piel's contest—prizes to include the title to an island in the Bahamas and an all-expenses-paid New Year's Eve trip to Paris, the latter causing Bert to chuckle licentiously), Ed Graham took time off to talk about his gold-plated, cartoon Frankensteins. At the age of 27, Mr. Graham already has

reached a point of success secure enough to allow him to refer to Y & R's Jack Sidebotham ("Nobody ever mentions the big part he played in this thing") as a "boy wonder." Mr. Sidebotham is 28.

"Let's face it," said Mr. Graham, "when you're selling a good brand of cigarettes or beer or soap—products in which the differences between the top brands often are slight, you can't keep pushing the fact that brand A has one-tenth of a milligram less sugar than brand B. Who really cares? To capture public attention, you have to take another approach."

In the case of Piel's Beer, the approach has been to create "identifiable friends," a pair of not-so-odd balls who appeal to the heart rather than the head. The public won't grow tired of them—Harry and Bert can go on forever, said Mr. Graham. Conjuring up the presence of another Peale (Norman Vincent), he added, sincerely, "You don't grow tired of Good Friends."

As Good Friends, rather than as TV Stars—the best of whom sometimes have professional lives of frighteningly short duration, Harry and Bert already have appeared in 36 TV spots. The future schedule calls for approximately 24 more each year. The completed spots include Harry and Bert Composing The Piel's Jingle, Harry and Bert at The Rifle Range, Harry and Bert Unveiling the New Piel Label. If they go on long enough, there might even be The Brides of Harry and Bert and/or The Sons of Harry and Bert.

Mr. Graham, who began by writ-



ing the first Harry and Bert episodes while he was at Y & R, is now president of an incorporated, profitable friendship known as Goulding, Elliott & Graham, a TV-radio commercial production company. Messrs. Goulding and Elliott, along with their personal manager, Johnny Moses, are vice-presidents of the new firm whose principal concern at the moment is Piel's Beer, though they did do the Philco radio spots for the ABC convention coverage.

Concerning future enterprises, Mr. Graham said various contracts were in the process of negotiation, adding that Bob and Ray have scores of characters, developed on their various radio shows, who could be adapted to this new style

Who's Where

Last week these changes:

JOHN P. CLEARY has been named a general programming executive of the NBC Television Network, following service as NBC Radio Network program director. The appointment was made by THOMAS A. MCAVITY, vice-president in charge of NBC-TV.

California National Productions, Inc., subsidiary of NBC, has made several appointments, as follows: WILLIAM L. LAWRENCE, director, eastern unit, program development department; ROBERT A. ANDERSON, director of business affairs; NORMAN S. GINSBURG, manager of advertising and promotion; FREDERICK JACOBI, manager of publicity; FRANCIS X. O'SHEA, director of merchandising.

OSCAR KATZ has been named vice-president in charge of daytime programs for CBS-TV, effective immediately, it is announced by J. L. VAN VOLKENBURG, president of CBS-TV. He will report directly to HUBBELL ROBINSON, JR., executive vice-president in charge of network programs. GILBERT A. RALSTON, currently CBS Television executive producer, has been named to the newly-created position of director of network programs, New York.

of huckstering. "Calvin Hooligan, for example, a sort of bumbling hero in search of respect." Not mentioned, but certainly another good bet is Mary Magoon, the indomitable lady from Putney, Vt., who once—on a dare—swam the grapefruit-infested waterway from the Battery to Coney island. Also not mentioned was the fact that Bob and Ray, tops as radio personalities and who somehow never made the big switch to TV with comparable success, had perhaps found their TV metier in this cartoon technique.

Goulding, Elliott & Graham is a going concern. Says a confident Johnny Moses ("I brought the boys down from Boston six years ago"), clearly the businessman of the operation: "Our office has only been open since July 15 and already we have a huge business. We offer commercial packaging service. Bob and Ray won't be in all our product—after all, there's so much the boys have time for. Eventually, we'd even like to own our own studios..."

Soft-sell, with hard dividends.

EVERY DAY
ON EVERY CHANNEL

**BROOKS
COSTUMES**

3 West 61st St., N.Y.C. • Tel. PL. 7-5800

TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editors: Ray Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. ...; Washington: J. A. Otten; London: ...; New York: ...; Photo Editor: Floyd E. ...

JOHN O'HARA'S FLAMING PORTRAIT OF THE JAZZ AGE
AND THE GUYS AND GALS WHO MADE IT ROCK AND ROLL!

The Best

Things In Life Are Free

The De Sylva, Brown and Henderson Story
from 20th Century-Fox starring

GORDON
MacRAE

DAN
DAILEY

ERNEST
BORGNINE

SHEREE
NORTH

with
TOMMY NOONAN

Murvyn Vye
Phyllis Avery • Larry Keating

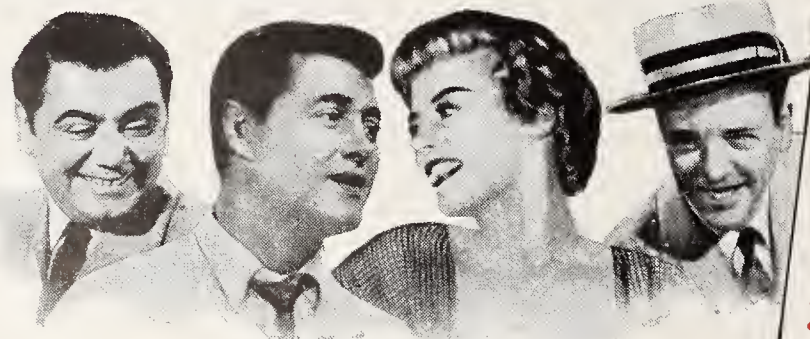
PRODUCED BY
HENRY EPHRON

DIRECTED BY
MICHAEL CURTIZ

SCREENPLAY BY
WILLIAM BOWERS

and
PHOEBE EPHRON

Story by JOHN O'HARA



COLOR by DE LUXE

CINEMASCOPE



There's nothing
better than
The Best
for Columbus
Day—backed by
20th's biggest
promotion
campaign!

All
the News
That
Is News

QD

MOTION PICTURE DAILY

Concise
and
to the
Point

QD

DL. 80, NO. 50

NEW YORK, U. S. A., TUESDAY, SEPTEMBER 11, 1956

TEN CENTS

Leaves This Week

Kreisler Set To Study Red Film Industry

Will Negotiate Release of 20 Hollywood Films

Bernard Kreisler, head of International Film Associates Corp., will leave here this week for Russia, Hungary, Rumania, Czechoslovakia and Poland on a survey of motion picture production, distribution and exhibition conditions with a view to setting up a combined cultural and commercial film exchange agreement, it was announced yesterday.

Kreisler said he will take with (Continued on page 6)

Push 'Riesel Story' for Timely Release

Writing of the screenplay for "The Actor Riesel Story" will begin next week and the picture will go into production at Allied Artists early this winter, to be made and released as expeditiously as possible, Milton Riesel, associate producer who will do the filmplay, announced here yesterday.

The New York labor columnist's (Continued on page 6)

Actors Cited at Venice, But No Best Film Award

By ARGE0 SANTUCCI

VENICE, Sept. 10.—A French actor and an Austrian actress were cited for "the year's best performances" at the Venice Film Festival, but the jury declined to make a selection for its major prize, the Golden Lion, which is given to "the year's best film."

Chosen as best actor was Bourvil for (Continued on page 6)

NTA Network Will Begin Operations With 102 Stations in Mid-October

The NTA Film Network, which will begin operations in mid-October, will be composed of 102 television stations coast-to-coast covering 82 per cent of the television homes in the U.S., it was announced yesterday by Ely A.

Compo Opens Dues Drive

The Council of Motion Picture Organization's annual dues drive was launched yesterday with meetings of film salesmen in 31 exchange cities throughout the country, and a spot check indicated all sessions were well-attended, according to a COMPO report. Each salesman was assigned specific theatres to contact, with division managers to take care of most of the larger circuits.

Branch Managers Briefed

Branch managers got together last week for a briefing on the instructions which were to be given to their salesmen at yesterday's meetings. In New Haven, where no meeting was held yesterday, a joint session of branch managers and salesmen was convened last week.

The New York exchange area conference was held in the board room of Warner Bros. Pictures, with about 50 salesmen in attendance. Ernest Sands of Warner Bros., area chairman, presided, and Charles Smakwitz of Stanley Warner Theatres in (Continued on page 6)



Ely Landau

tions as the "New York Daily News," "Chicago Tribune," "Los Angeles Times," Crowell Collier Publishing Co., the Meredith Publishing Co., and the Taft family interests besides others prominent in the field of mass communication.

Landau said the NTA network was established "to fill an urgent need of tv stations for an additional major source of quality programming and national advertising income." The NTA head said the network's 112 stations will reach nearly 31,000,000 of the tv homes in the U.S. and of the country's 48,600,000 families, 79 per cent reside in areas covered by the network.

The time periods available to advertisers at the outset of the net- (Continued on page 6)

\$500,000 Deal

Studio Films Buys Warner Pathe Assets

Non-Theatrical Operations To Continue; Frye Is Head

Studio Films, Inc., producer of live and filmed tv shows, tv commercials and distributor of theatrical films, has acquired Warner News operations other than the now discontinued Pathe Newsreel from Warner Bros. for a reported \$500,000 purchase price, it was announced yesterday.

Benjamin Frye, executive vice-president of Studio Films, will become president of the new company, which will be known as Pathe Pictures, Inc. Associated with him will be a group of executives of the former Warner Pathe company, among them, John LeVien, former vice-president and general manager, who will be a vice-president of the new company; Robert Youngson, who will be vice-president in charge of the short subjects division, and Andrew L. Gold, to be vice-president in charge of the industrial film division.

Walton Ament, former vice-presi- (Continued on page 2)

Abilene Operators Hit 'Dated' Ad Methods

Special to THE DAILY

ABILENE, Tex., Sept. 10—Sharp criticism of advertising methods used by major distributors was voiced by theatre operators here, in an open letter to industry leaders.

The letter accused producers and distributors of "not changing their advertising methods in twenty years, to the detriment of public interest (Continued on page 6)

Cohen Seeks Color TV Equipment in Europe

Max A. Cohen, president of Cinema Circuit, Inc., will leave here tomorrow for Europe, where he plans to acquire newly-designed large screen, color television equipment which he plans to install in the 14 theatres operated by his company in (Continued on page 6)

Amusement Taxes in 12 of Nation's Cities Total \$17,444,000 for Year, Survey Shows

By J. A. OTTEN

WASHINGTON, Sept. 10—Twelve of the nation's 41 largest cities collected \$17,444,000 from special taxes on sales or gross receipts of amusement enterprises in the year ending June 30, 1955, the United States Census Bureau reported.

The bureau did not indicate which taxes covered motion picture theatres and which other places of amusement. Nor did it include receipts where theatres are covered by general sales taxes rather than special amusement taxes.

The Bureau's figures were included in a survey of the finances of the 41 largest cities. It showed the following 12 cities as having collected these amounts from special taxes on sales or receipts of amusement places during the 1955 fiscal year: New York, \$9,921,000; Philadelphia, \$2,663,000; Chicago, \$1,954,000; Pittsburgh, \$1,039,000; Seattle, \$533,000; Cleveland, \$406,000; New Orleans, \$398,000; Cincinnati, \$250,000; St. Louis, \$117,000; San Diego, \$92,000; Columbus, \$66,000; and Washington, D.C., \$5,000.

PERSONAL MENTION

DAVID A. LIPTON, Universal Pictures vice-president, will arrive in New York next Monday from the Coast.

ROBERT S. COYNE, special counsel of the Council of Motion Picture Organizations, will be one of the principal speakers at the convention of Allied Motion Picture Theatre Owners of Western Pennsylvania, which will open Oct. 1 in Pittsburgh.

ADRIENNE ALLEN, British actress, will arrive in New York from London today via BOAC.

EDWARD DUKOFF, for many years an associate of **DANNY KAYE**, has joined the Hecht and Lancaster companies as a member of the staff.

ESTHER WILLIAMS will return to New York from England today via BOAC.

AL LEWIN, producer, will arrive in New York today from Mexico City.

MILTON BROCKETT, head booker for Crescent Amusement Co., was in Atlanta from Nashville.

C & C Super Corp. Closes TV Deal with Latex

Walter S. Mack, president of C & C Super Corporation, has announced that the Corporation's television subsidiary, headed by Matthew M. Fox, has signed a contract with the International Latex Corporation in which it will deliver television spots in 100 leading markets in the United States only, for which it will receive a guaranteed minimum of \$4,000,000 a year for five years for a total of \$20,000,000 in cash.

At the same time Fox announced that leasing of the C&C film library recently purchased from RKO has already brought additional contracts totalling \$6,000,000 in cash.

Fox stated that the \$20,000,000 contract with Latex constituted a minimum guarantee to C & C and that C & C will in addition share in International Latex's gross receipts from sales of its product over this same five-year period based on various percentages of sales.

Fox's announcement implements a statement made in July by A. W. Spanel, Latex Corporation board chairman, in which Spanel outlined his company's plans for a television ad campaign.

Neilan Returns to Scene of His Glory

Marshall Neilan, formerly a noted director and actor in silent film days, has been given the role of an aged senator in Elia Kazan's "A Face in the Crowd."

The picture is in production at Gold Medal Studio, formerly the old Biograph plant in the Bronx where Neilan worked in the early film days under D. W. Griffith, and where he directed many of his silent film successes.

Dallas WOMPI Begins Attendance Campaign

Special to THE DAILY

DALLAS, Sept. 10—The Women of the Motion Picture Industry of Dallas have launched a campaign to generate greater interest in theatre attendance.

"Enjoy the Best—Attend the Movies" slogans will be appearing on first class mail posted by exhibitors and distributors of Dallas as a part of the campaign. Local merchants and branches of other industries have agreed to use the slogan on their mail if furnished with the stamping or printing facilities, WOMPI reported.

"The idea is being financed by local theatre circuits and exchange centers," said Maxine Adams, campaign committee chairman of WOMPI, "with no profit involved anywhere for anyone. All money will be turned back into this particular phase of our campaign or used for getting subsequent ideas underway." Other promotions are in the offing, she said.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
BING GRACE FRANK
CROSBY • KELLY • SINATRA
in "HIGH SOCIETY"
in VistaVision and Color
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

MOVIELAB
TV FILM SERVICE CENTER
AVAILABLE
★ EDITING rooms
★ STORAGE rooms
★ OFFICES
★ SHIPPING rooms
PROJECTION ROOM FACILITIES
MOVIELAB THEATRE SERVICE, INC.
619 W. 54th St. • New York 19 • JUdson 6-0367

Prudential Trust Suit Against Majors, Century

Eight major motion picture distributors and their subsidiaries and Century Circuit, Inc., and its subsidiaries were named defendants in a \$1,800,000 anti-trust suit in New York Federal Court yesterday by Prudential Theatres, Inc., operators of the Smithtown Theatre in Smithtown, Suffolk County.

The suit charges the defendant distributors discriminated against the Smithtown by giving "unreasonable runs and clearances in the exhibition of feature films in the Long Island area" to the defendant circuit's Huntington and Shore Theatres. The plaintiff claims there is no competitive relationship between the theatre and the others, "which are 17 miles away."

Cinema 16 Lists Shows

Cinema 16, New York film society, will launch its tenth anniversary season Oct. 17, the organization has announced. Its 16 programs will include the first local screening of "Love in the City," which was made by six of Italy's most prominent directors; the Japanese feature, "Wheat Whistle," and interviews with two directors, John Huston and Fred Zinnemann.

Pathe Asset

(Continued from page 1)

dent of Warner Pathe News, withdrawn from the company and not announce his future plans.

Studio Films will move its office and personnel to the Warner Pathe quarters on West 60th Street, New York. About 38 Warner Pathe employees of the approximately 200 will continue with the new company. Production and distribution of Pathe News Magazine of the Screen schools throughout the country a of commercial films, both of which have been profitable operations, will be continued by the new Pathe Pictures, in addition to new projects be introduced by the new management.

Included in the purchase is the Pathe News film library of approximately 25,000,000 feet, which Fox said will be available to tv distribution.

Dr. Laurence Tipton, who was educational director of Warner News will continue as an officer of the new company and as educational director and sales executive for News Magazine of the Screen and other educational programs being planned.

Financing of the deal is by Stud films.

THE BIG ONES...
are advertised in **LIFE**
MGM's
"TEA & SYMPATHY"
... in LIFE's September 17th issue.
ADVERTISED IN **LIFE** **THE BIG ONE IN MOVIE SELLING**

PEOPLE

William J. Heineman, United Artists vice-president in charge of distribution, presided over the opening of the 33rd domestic exchange in Louisville. Other company executives participating in the inaugural ceremony were James R. Velde, general sales manager, Milton E. Cohen, Eastern Southern division manager, George Pabst, Southern district manager, John Hughes, Eastern and Southern contract manager, and Jules Chapman, supervisor of branch operations.

M. Andersen has been named purchasing agent for Altec Lansing Corp., with headquarters at the company's manufacturing plant in Beverly Hills, Cal. Andersen joined Electrical Research Products, Inc., predecessor of Altec, in 1930. With the formation of Altec, he served in the company's Chicago office and in 1942 was named merchandising manager in New York, a post he held until present promotion.

Harold Wirthwein, Allied Artists Eastern division sales manager, has returned to Hollywood from a trip to Denver and Salt Lake City where he conferred with exchange managers R. Felix and Don V. Tibbs, respectively.

Frank Lowery, formerly of Capital Exchange, Atlanta, has been named representative for Columbia Pictures in that territory.

Bernard M. Kamber, head of Hecht and Lancaster Companies' New York office, is in Hollywood for a series of conferences with Harold Hecht and Bert Lancaster.

Douglas Asks 20th-Fox to Halt Work on 'Eve'

HOLLYWOOD, Sept. 10. — Kirk Douglas, president of Bryna Productions, has written 20th Century-Fox executive producer Buddy Adler asking him to abandon production of "Three Faces of Eve" on the plea that it too closely resembles "Lizzie" which Douglas is making for M-G-M. Douglas, who recently made headlines by suing Walt Disney for using his name without his approval, mentioned the same course with respect to Fox.

Started on Coast, Produced in K.C.

Chance Plays Part in Rise of New Producers, Altman and Rhoden

By WILLIAM R. WEAVER

HOLLYWOOD, Sept. 10.—Any day now one of the major distributing companies is going to announce its release plans for "The Delinquents," a feature of the kind indicated by its title, produced independently by 31-year-old Robert Altman in Kansas City, for Imperial Productions, an independent producing company headed by young Elmer C. Rhoden, Jr., who also, independently of his father and National Theatres, is head of Commonwealth Amusement Corporation, a snug little circuit of 84 theatres smack in the center of the nation's well fed wheat belt.

Heads Own Company

The feature, "The Delinquents," was produced and directed by young Altman, who is head of his own Robert Altman Productions, in and around Kansas City but with four players from Hollywood, and is being edited, scored and printed by some of Hollywood's ranking studio craftsmen at this point on its way to general theatrical release.

Producer-director Altman, who in this case is likewise writer Altman, is a graduate of the University of Missouri and of the Calvin Company, in that order, the latter being a ranking producer of industrial films. The young man's ambition while he was in M.U. was to make movies, and when he got out of school he went to Hollywood, which seemed the natural place to go to make some.

Has Had Stories Produced

He didn't make any here, but he did write some stories for Hollywood producers to make into pictures, two of these being "Christmas Eve" and "Body Guard," which do not stand out on the 26-year-old list of Academy Award winners, but don't stand up in memory as having touched the opposite zone of distinction either.

It was after this, while home on a visit to his family, that he found out

about the Calvin company, famous the industrial world around but little known in its native Kansas City, and it was this company that he joined up with at the bottom of the ladder he was to climb to the post of production manager.

The young Altman and the young Rhoden met as guests at a social affair given by outside-industry Kansas citizens, and their conversation swung, as always happens when film man meets film man to the profession of their choice. The young men saw eye-to-eye about "The Delinquents" and, with that one poised for major release, have made plans that encompass the production of five more Altman features in the next 18 months, for Imperial Productions, and two more Altman Productions annually under young Altman's own insignia.

Served in South Pacific

All of that sounds like a big undertaking, and it is, but young Altman is a big young man, physically, and his flying service in the South Pacific for his country's Army took out of him any tinge of timidity his youthfulness might otherwise imply. He looks at the motion picture theatre as an institution here to stay. He declines to discuss any other possibility. He expects the film theatre to last him out, so to speak, and to leave it, when he has finished a life's work of producing pictures for it, bigger and better than when he found it. He says he and young Rhoden see eye-to-eye about that, also. Together, and with enough other young men of like view, they could be right.

Kodak Revises Extra Wage Dividend Scale

Eastman Kodak Co. directors announced a new provision in their employee wage dividend plan covering payments to workers when cash dividends on Kodak common stock exceed \$2.80 a year.

Previously, the plan did not provide for cash dividends over \$2.80 a year. The employee payments are figured by a formula based on cash dividends declared on the common stock and an employee's total five-year earnings.

When cash dividends exceed \$2.80 a share, the previously listed rates apply for the portion below that figure. For the portion above \$2.80, the wage dividend rate is one-twentieth of one per cent for each 20 cents by which cash dividends exceed \$2.80.

In 1955 cash dividends on Kodak common stock totaled \$2.35 a share,

Fear Minnesota Cities Seek Admissions Levy

Special to THE DAILY

MINNEAPOLIS, Sept. 10.—Minnesota motion picture exhibitors were warned that village and city officials were going to the biennial session of the Minnesota legislature "determined to force" passage of legislation enabling them to slap municipal taxes on motion picture admission tickets.

The warning was made by Stanley Kane, executive counsel of North Central Allied. Kane said that officials at a municipalities convention held in June had decided "to seek the right to tax" admissions which the Federal government might exempt in its then-unfinished King Bill.

this resulting in wage dividend payments at the rate of \$30.25 for each \$1,000 earned over the preceding five years.

... NEWS ROUNDUP

Dinner to Honor Sarnoff

The Radio Corp. of America will give a dinner in honor of David Sarnoff, chairman of the board, to "commemorate his 50 years of service in radio, television and electronics" on the night of Sept. 30 at the Waldorf-Astoria Hotel in New York.

Censor Ratings Required

South Australia has framed regulations compelling censorship ratings to be shown on motion picture advertisements. Regulations state that in every film advertisement in a newspaper, periodical, handbill, leaflet, placard or poster the Commonwealth censor's classification must be shown. This is already being done voluntarily by distributors and exhibitors.

Hartford Theatre Reopens

The State Theatre, downtown Hartford, Conn., motion picture-vaudeville house, owned and operated by the Harris Brothers (Ted, Martin and Sam), has reopened, following its traditional summer shuttering. The 4200-seat theatre is the only remaining combination stage show-motion picture house in Connecticut on a regular policy.

Cousteau to Meet Press

A press reception will be held here tomorrow at the French Consulate General, 934 Fifth Avenue, for Capt. Jacques Yves Cousteau, who anchored his research ship in the 24,600-foot Romanche Trench to photograph the greatest depth ever reached. Captain Cousteau's "The Silent World" was grand prize winner at the recent Cannes Film Festival.

Big 'W&P' 3rd Week Seen

Paramount's "War and Peace," which played to exceptionally high business in its first two weeks at the Capitol Theatre here and at the Paramount Theatre in Hollywood, is expecting comparable grosses for the third week at each house. A third week take of \$90,000 is predicted for the Capitol; \$31,000 for the Paramount. The film in its first five days of the third week at the Capitol garnered \$75,000, the company reports.

Canadian Imports Up

OTTAWA, Sept. 10.—The Canadian government has reported imports of films in the first five months of this year increased to \$5,050,000 in contrast to \$4,562,000 in the corresponding period of last year.

HERE'S ONE LEADER IN EVERY FIELD!

TRY US ON YOUR NEXT ORDER AND SEE WHAT WE MEAN!

IN SPECIAL TRAILERS ITS FILMACK

CHICAGO, 1327 S. WABASH
NEW YORK, 341 W. 44th ST

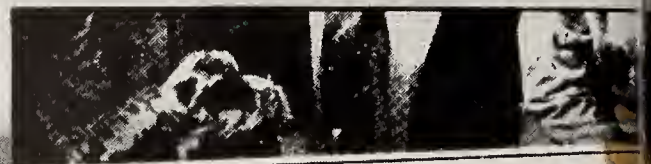
'Bridey' Stands Out Among Marvels of Hypnotism

(The first chapter of Morey Bernstein's "The Search for Bridey Murphy" will start in the SUNDAY MIRROR at 12:30 p.m.)

Every reader is entitled to know the truth about the strange tale of a woman who claims to be a 17th-century housewife under a modern name.

"Bridey Murphy," will not miss this story.)

Bridey Murphy story can be as skeptical as you wish. Colo. housewife.



The Truth About

BELF

MAJOR THERAPEUT

Is Hypno

The Curious Cameraman

What Do You Think Of Bridey Murphy?

MRS. E. H. LEE, Jamaica states, housewife: I find the very difficult to believe also, conflict

THE Search FOR Bridey Murphy

THE Search FOR Bridey Murphy



HERE'S THE
THE GREAT
YEARS! RE

VERY CREST OF ITS NEVER-EQUAL

Eighty million Americans have read or read about this startling story of real people in a very unreal world—and now they can see it... with Louis Hayward as the author, Morey Bernstein, and Teresa Wright as his hypnotic subject, Ruth Simmons, who

dramatically broke the time barrier.

This is no ordinary best-seller—men and women who hadn't read a book in years rushed to buy it—190,000 copies were sold before the ink was dry. News magazines like Life, Time, Look gave it big-space featuring.

...to locate Bridey's Belfast... she has back to camera to shield her identity.

BRIDEY MURPHY PUTS NATION IN A HYPNOTIZZY —LIFE

...work a considerable part of the U.S. under an Irish spell and the spell was deeper and wider as fast as the writer could gossip and the television read it. The

...of an attractive young Puck pseudonym...

Bridey Murphy

...to this pursuit of a ghost of the past! A... recounted

...Bernstein attended before her big he was listening discourse. Bernstein re-examines of sessions book. The 3 was published day & Comp. 1000 copies. the count...

Pros, Cons of 'Bridey' to Be Told

...have been attended by Chicago a man walked into a bookstore, which day of Bridey, announced, window: "I'll take it." display, totaling 166 copies explained. To a customer's A.C. ordered...

Norman Vincent Peoria

NEW MIRROR-NEWS SERIES: THE TRUTH ABOUT 'BRIDEY'

...Bridey Murphy... ional ques... reiner...

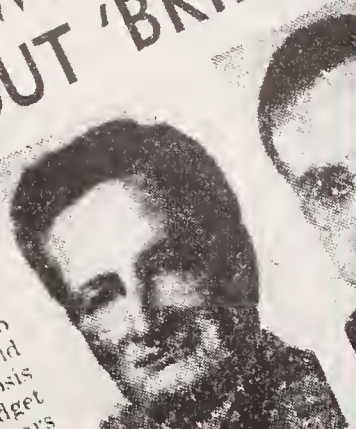
...ists, particular- and composers. of the Laguna colony co-operated eriments, and one as able to com- el quickly — after k" on plot devel-

University parapsychology department, considers self-hypnosis (easily learned by any normal person) a major therapeutic tool in personality adjustment.

Hugh Lynn, College of W...

a. ap. cho. stres. sonali. Leading research

Hypnotism, reincarnation and Bridey Murphy are still hot subjects in Los Angeles. Mirror-News really started some- publication of "Bridey Murphy" two years ago. Bridey, a 32-year-old under hypnosis as Bridget years



SENSATIONAL BEST-SELLER OF 1956!

IT EXPLOITATION ATTRACTION IN

Y AT PARAMOUNT NOW... AT THE

D PUBLICITY AND CONTROVERSY!

Newspapers and other periodicals serialized it. TV panels argued it. All America talked about it and is still fired with curiosity. That's why Paramount is rushing it to you because it means crowds at the boxoffice now!

Produced by PAT DUGGAN
Directed by NOEL LANGLEY
Screenplay by NOEL LANGLEY
Based on the book by MOREY BERNSTEIN

VISTAVISION
MOTION PICTURES HIGH-FIDELITY

REVIEW:

The Three Outlaws

Associated Film Releasing Corp.

Orville Hampton's offbeat western has transplanted three of the American frontier's most-sought outlaws into a rather unique setting, and, moreover, dispatched a fourth shady character into the fray for fame and fortune. That unlawful hombraes will be ultimately apprehended and, in turn, killed is a foregone conclusion from the opening sequence. How the Hampton story proceeds to handle this premise, however, is what makes entertainment.

The West's "most wanted" outlaws Neville Brand, Alan Hale and Robert Christopher—take the loot from their latest escapade (a train robbery) and flee across the border, ostensibly to live as normal citizens on a newly-acquired ranch, the while depositing the stolen fortune in the local bank. A local bandit leader (Rodolfo Hoyos) makes up his mind, however, that the newcomers aren't all they pretend to be, and he plays a hand in their defeat, swiftly and surely, unknowingly aided and abetted by private detective Bruce Bennett. At fadeout, the three outlaws and Hoyos hit the dust.

Sam Newfield directed and Sigmund Neufeld produced, with the attraction reflecting their experienced handling all the way down the line. The SuperScope 235 process enhances the outdoor photography. Running time, 74 minutes. General classification. For August release.

A.M.W.

Plans Finalized for Mexican-Italian Film

Special to THE DAILY

MEXICO CITY, Sept. 10 — The first co-production picture with Italy, under the pact made here last spring, will start in Mexico early next year, according to an announcement by Alianza Cinematografica, cooperative organization of producers, players, writers, technicians and manual work-al workers. Victor Junco made preparations for the film during his recent visit to Rome.

The first co-production picture with France, under the reciprocal pact, "The Garden of Death," is now in French laboratories.

Columbus '56 Business Found Up to Last Year's

Special to THE DAILY

COLUMBUS, O., Sept. 10—Summertime business in the four downtown first-runs here compared favorably with that done in the same period in 1955, a survey revealed. Eight holdover films played two or more weeks during 1956, matching the number recorded a year ago.

"Trapeze," "The King and I" and "Moby Dick" played three weeks and two week-runs were recorded by "The Searchers," "The Great Locomotive Chase," "The Eddy Duchin Story," "High Society" and "Bus Stop."

Dues Drive Opened by Compo Kreisler Set

(Continued from page 1)

Newark delivered the principal address.

Between 50 and 60 salesmen attended the Philadelphia exchange area meeting held in the Paramount exchange screening room. Charles Zagrans of RKO, area chairman, was the only speaker.

Cooperation Pledged

James Hendel of United Artists, Pittsburgh area chairman, reported that every film salesman in the area with the exception of one on vacation attended the Pittsburgh meeting, which was held in the RKO screening room.

One of the main features of the meeting was the promise of 100 per cent cooperation by the Allied Theatre Owners of Western Pennsylvania, which was given by Harry Handel, executive secretary, and Morris Finkel, a director of National Allied,

both of whom addressed the meeting. Other speakers were Bert M. Stearn of the Stearn, Hanna Theatre Service; Ernest Stern of the Associate Drive-in Theatres, and Hendel, who presided.

Mullin, Lydon Heard

Martin J. Mullin, president of New England Theatres, and Frank Lydon, executive secretary of the Allied Theatres of New England, were the principal speakers at the Boston meeting of salesmen, held in the M-G-M screening room. William Kumins of Warner Bros., area chairman, who presided, stated that 45 salesmen were present.

Forty persons, of whom more than half were salesmen, attended the Cleveland meeting, which was held in the Fox screening room in that city. Jack Sogg of Loew's, area chairman, was the only speaker.

(Continued from page 1)

him a list of more than 60 films have been carefully selected in accordance with suggestions of the Department. Among the product 30 films showing modern and scientific methods of dentistry and oral hygiene. Another group deals with and farm crops.

Kreisler also said he will negotiate for the first showing to Soviet audiences of a list of 20 American feature films produced by leading independent producers, directors and stars in Hollywood. The titles, producers, directors and the years in which these films were made were not disclosed by Kreisler.

Will Seek Polish Product

As part of the exchange program, Kreisler plans to arrange for the lease in the U. S. of a group of cartoon films made in Poland and other Eastern European studios.

Kreisler will visit Moscow, Warsaw, Prague, Budapest, Bucharest, Munich, Vienna, Madrid, Paris and London. He expects to spend at least a week in each of the Iron Curtain countries during his nine-week tour.

NTA Network

(Continued from page 1)

work's operations will be one and one-half hours of telecasting per week, it was said. After the first next year, the programming the network will provide its affiliates is expected to double. In addition, plans now being formulated call for half-hour programs per week to be supplied to network stations for the 1957-58 season.

By the 1959-60 season, it is expected the network will be on the air 10 or more hours of film programming per week, supplemented by live telecasting of outstanding sports features and other special events.

Among the top stations in the NTA Film Network are WGN, Chicago; WPIX, New York; KFJZ-TV, Dallas; Ft. Worth; KTVR, Denver; KTTV, Los Angeles and WFBM-TV, Indianapolis.

Cleveland Circuits Boost Admissions

Special to THE DAILY

CLEVELAND, Sept. 10—Matinee admission schedules at the S-W All and the RKO Palace have been upped five cents from 70c to 75c. Both theatres are holding to the 90c evening top except for special engagements, when the price goes up to \$1.00 and \$1.25. Loew's three downtown houses, the Ohio, State and Stillman, are holding to their old scale of 70c and 90c. In the local neighborhood houses, all theatres are maintaining the scales as established prior to the federal tax repeal. Dick Wright, S-W theatre district manager, reports that the Allen Theatre, Cleveland, is the only theatre in the circuit subject to the changed scale.

Abilene Group 'Riesel Story'

(Continued from page 1)

in motion pictures, and to the profits of the theatre owners.

"We firmly believe this condition has been brought about by producers and distributors, not deliberately, but through careless indifference to the pleas of men and women who actually sell the tickets to the public," the letter said.

Citing the development and influence of the sports section in newspapers, the Abilene theatre owners urged that money used for "fancy advertising brochures" be turned toward sponsoring daily movie sections in newspapers. The letter estimated that \$1000 per theatre is spent annually mailing needless, advertising matter to 18,200 theatres in the U.S.

The theatremen signing the letter offered to co-operate with major distributors in establishing an experimental sponsored movie section in the "Abilene Reporter News."

Cohen Seeks Color

(Continued from page 1)

New York, Connecticut and Florida as a pilot test of combined tv and motion picture programming.

He also plans to acquire the American theatre distribution and television rights to a number of foreign feature films while abroad.

Cohen said the use of live color tv on American theatre screens, in combination with regular film fare, "provides the answer to a growing box office decline." The tv shows we have in mind for programming are mostly musical and special events," he said.

Milgram Buys Theatre

PHILADELPHIA, Sept. 10 — The Park Theatre, key neighborhood house here, has been sold to David Milgram Theatres by the Katner Brothers for a reported \$150,000.

(Continued from page 1)

story "has an immediacy that demands it be brought to the public as soon as possible," Krims said at a press conference, which was also attended by Riesel.

Richard Heermance will produce the picture, he said. No director or cast have been chosen as yet.

Actors Cited at Venice

(Continued from page 1)

his work in the film "Traverse de Paris," and Maria Schell of Austria was named best actress for her performance in "Gervaise," a French film. The jury also commented on the "excellent work" by America's Betsy Blair in a Spanish film, "Calle Mayor."

Additional awards made at the close of the festival included that of the Italian Film Writers Union, which gave its trophy for the best foreign film to United Artists' "Attack". The International Catholic Film Office gave its trophy to a Spanish film, "Calabuch."

Six Films Named In TOA Foreign Fair

A series of preview showings of outstanding films from foreign representatives will precede the opening of the TOA International Convention and Trade Show tomorrow.

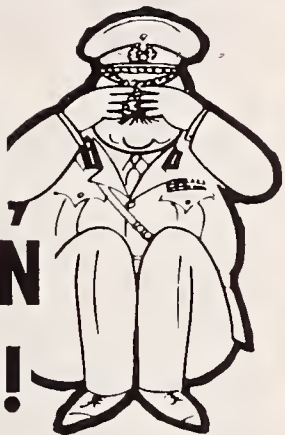
The special foreign film fair will be presented in the auditorium of the Museum of Modern Art on the evenings of Sept. 12-13, 17-20 at 8:30. Films to be shown are, in order of presentation reported by the TOA committee:

Orson Welles' "Confidential Report"; "We Are All Murderers" (French); "The Magnificent Seven" (Japanese); "Vitelloni" (Italian); "Reach for the Sky" (British) and "The Devil's General" (German).

THE MOST AMAZING THING HAPPENED AT THE GUILD THEATRE, NEW YORK NOW SHOWING THE BOULTING BROTHERS' HILARIOUS PRODUCTION **PRIVATE'S PROGRESS**



2ND WEEK'S
GROSS 17%
BIGGER THAN
FIRST WEEK!



3RD WEEK'S
GROSS 39%
BIGGER THAN
FIRST WEEK!



Public and Critics both agree

"THIS IS THE FUNNIEST MOVIE OF THE YEAR!"

—Zinsser, N. Y. Herald Tribune

A hilarious, satirical comedy! A howling delight!"
—Zunser, Cue Magazine

**"A Blessed Relief!
Get Post-Haste
To The Guild!"**

—Crowther, N. Y. Times

"High Hilarity! First Class Comedy!
Enjoyable Relief!"

—McCarten, The New Yorker

A Full Bag Of British Comic Characters! Delightful...Very funny...Satire rises to finest heights...Beautiful and lithely made...A fresh breeze!"

—Winsten, N. Y. Post

"A Merry Chase of Military Matters!
A Gale of High Glee...Sharp Satire...
Only Larceny and Solid Laughter...The
Idea Is Simply To Keep An Audience
Laughing!"

—Cook, N. Y. World-Telegram & Sun

"A must! More sophisticated and
clever than 'No Time For Sergeants'
and what's more, infinitely funnier!"

—Gilbert, N. Y. Mirror

Highly Comical! As weird and wonderful a troop as ever went to war!"

—Cameron, N. Y. News

"A delightful spoof...Chuckling
tongue-in-cheek humor...One hilarious
incident after another!"

—Pelswick, N. Y. Journal-American

D.C.A. RELEASE GENERAL RELEASE SEPT. 15TH



THE BOSS

DYNAMITE!

"This is DREW PEARSON speaking: In front of me are cans of celluloid dynamite. They contain a motion picture called 'The Boss.' Certain powerful interests, whose names would amaze you, have tried to prevent you from seeing this picture. They were afraid to let you know its shocking story. I helped expose the story upon which 'The Boss' is based. I know this corruption did take place. 'The Boss' is the uncut, uncensored version of a story that rocked this nation to its very foundations. I predict this picture will create the year's biggest screen sensation."

**THE PRIVATE LIFE OF
A PUBLIC ENEMY WHO ALMOST
NAMED HIS OWN PRESIDENT!**



JOHN PAYNE ^{as} **THE BOSS**

co-starring **WILLIAM BISHOP** • **GLORIA MCGHEE** and also starring **DOE AVEDON**

with **ROY ROBERTS** • **RHYS WILLIAMS** • **GIL LAMB** • Story and Screenplay by **BEN L. PERRY** • Directed by **BYRON HASKIN** • Associate Producer **WALTER SELTZER**

Produced by **FRANK N. SELTZER** • A Seltzer Films Window Productions, Inc. Presentation

THRU
UA

MOTION PICTURE DAILY

80, NO. 51

NEW YORK, U. S. A., WEDNESDAY, SEPTEMBER 12, 1956

TEN CENTS

Agenda

Program for MPAA Meeting Announced

By-Day Activities Lined by Officers

(Picture on Page 3)

The program for the 1956 Theatre Association annual convention, which was completed earlier this year by the organization's officers, is highlighted by the assignment of four committees which will investigate film industry problems, real estate, taxes and finance, and foreign films.

The agenda for the five-day meeting commences Sept. 19 at the New York City Coliseum, also featuring a "showmanship day" and an important showmanship forum in conjunction with TESMA.

UA's activities will be launched Monday when a preliminary meeting will be held to finalize convention plans. The following day, the nominating committee, headed by Robert M. Pickus, will meet to elect a new slate of officers. Later (Continued on page 3)

Claggett Named to MPAA Post in Washington

By J. A. OTTEN

WASHINGTON, Sept. 11.—Manfred "Tim" Claggett, director of public relations for the Motion Picture Association in New York City, has been named director of MPAA's State Representative Service in Washington, succeeding the veteran John H. Claggett, 81, who'll remain with the association. (Continued on page 7)

'Oklahoma!' Will End Run on Oct. 3

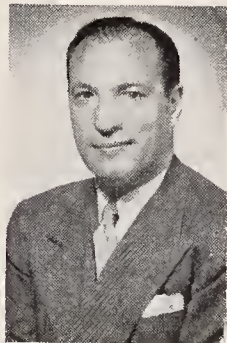
The Todd-AO production of "Oklahoma!" will end its local engagement at the Rivoli Theatre on Oct. 3, a year to the day since its opening on Oct. 13, 1955, according to an announcement by Ted O'Shea, vice-president. (Continued on page 6)

'Knows His Book'

Goldenson Lauded by Standard & Poor's for 'Dynamic' AB-PT Leadership

Leonard Goldenson, American Broadcasting-Paramount Theatres' president, is praised as a "dynamic" executive heading one of "the most profit-minded managements in American business," by C. A. Schmutz, president of the well known financial service, Standard & Poor's Corp., in his current letter to subscribers. The letter refers to one of the Standard & Poor's Business Forums of representative financial figures held with AB-PT management.

"On the evening of the meeting," Schmutz's letter recounts, "the temperature in New York was a humid 85. And it was a Friday. Nevertheless, all 32 of the invited guests from the (Continued on page 6)



L. H. Goldenson

No Difficulties Seen In Anglo-American Talk

From THE DAILY Bureau

WASHINGTON, Sept. 11.—Motion Picture Association officials expect this month's talks here on a new Anglo-American film agreement to go off quickly and smoothly.

The talks will get under way Monday, Sept. 24, and according to present plans, a new agreement will be signed and sealed Tuesday Sept. 25. Officials said they expected "no serious problems" to come up.

So far there's been no indication (Continued on page 6)

UA To Meet with Musicians This Week on Royalties for Post-'48 Films on TV

Attorneys for United Artists Corp. and the American Federation of Musicians will meet this week for preliminary discussions concerning musicians' royalties for the post-1948 feature pictures which the film company is selling to television, it was learned yesterday.

An official of UA said Seymour Peyser, vice-president and general counsel, will confer with AFM as to whether or not the musicians will receive more than their five per cent royalty on each of the 39 features in the UA tv package.

It was said that UA is also planning to sit down shortly with officials of the Screen Actors Guild, Screen Directors Guild, and Screen Writers Guild, in Hollywood concerning their sale of post-1948 product.

Film-Aid Plea By President

From THE DAILY Bureau

WASHINGTON, Sept. 11.—Y. Frank Freeman, Paramount vice-president, and George Murphy, representing the film industry, today heard President Eisenhower ask for their help in promoting international friendship.

At the first of a two-day conference on international understanding, the President asked some 100 civic and industry leaders to help promote international understanding on the basis of people-to-people contact. The President said that people must work out not one method but thousands of methods to get together.

The conferees will meet again tomorrow for a panel discussion and (Continued on page 2)

NBC, in Closed Circuit, Extols Color Television

NBC, through the medium of a closed-circuit color-television broadcast last evening, paid tribute to color video as a medium of the present and the future. Emanating from the Ziegfeld Theatre here, starting at 6:10 P.M., the 50-minute program (Continued on page 7)

Television
Today..

Domestic Record

UA's Grosses For Week Hit \$2,403,000

See World-Wide Earnings At \$65,000,000 in '56

United Artists' domestic gross billings for the week ending Sept. 8 totaled \$2,403,000, which was the biggest single week's domestic earnings in the company's 37-year history, Robert S. Benjamin, chairman of the board, said in an announcement yesterday. This figure exceeded by approximately \$500,000 the previous high for a comparative seven-day period, he declared.

Benjamin also announced that UA's world-wide gross earnings for the 1956 (Continued on page 2)



R. S. Benjamin

Film Library of Loew's Leased to KTVR, Denver

The Loew's, Inc., film library, which has been sold in 12 markets thus far, has also been acquired by KTVR, Denver, on a seven-year lease basis under an agreement in which the film company will receive one million dollars from the television outlet over a five-year period, it was announced here yesterday by Charles C. (Bud) Barry, (Continued on page 6)

Report Mixed Reaction to 'Jet Pilot' 'Sneak'

Special to THE DAILY

MINNEAPOLIS, Sept. 11.—Audience reaction was reported mixed at a sneak preview of Howard Hughes' "Jet Pilot," held at the RKO Orpheum Theatre here last weekend.

Officials at both the theatre and the RKO-Radio exchange said that the (Continued on page 6)

PERSONAL MENTION

DARRYL F. ZANUCK, 20th Century-Fox vice-president in charge of production, will return to New York from Europe today via BOAC.

MAX A. COHEN, president of Cinema Circuit, will be given a bon voyage party by friends aboard the "Queen Elizabeth" before his departure for Europe today.

BERRY GREENBERG, Warner Brothers International supervisor for Australasia, India-Burma, Pakistan, Indonesia, Singapore and Thailand, has arrived in New York from Sydney.

MRS. CHARLES BARRY, wife of the Locw's, Inc., vice-president in charge of television operations, returned to New York yesterday from Europe.

MORGAN HUDGINS, M-G-M studio publicist, who has just arrived in New York following a European assignment, will return to the Coast from here on Friday.

MARK ROBSON, producer-director, left New York yesterday by plane for London and Paris.

BARBARA BEL GEDDES will return to New York from London today via BOAC.

NAT WILLIAMS, president of Interstate Enterprises, Thomasville, Ga., is recovering from a heart attack.

Washington Officials See 'War & Peace' at MPAA

WASHINGTON, D. C., Sept. 11.—Several high ranking federal government officials attended a special screening of "War and Peace" Monday night at Motion Picture Association of America headquarters. Alexandra Tolstoy, daughter of Leo Tolstoy, on whose novel the picture is based, addressed the group.

Ezra Benson, secretary of agriculture; **Fred Seaton**, secretary of interior, and **Wilber Brucker**, secretary of the army, and their wives attended the preview. Also present were Justices **Sherman Minton**, **Tom Clark** and **Hugo Black**, U. S. Supreme Court.

Columbia Dividend

Columbia Pictures has announced that the board of directors at a meeting Tuesday declared a regular quarterly dividend of 30c per share on the common stock presently outstanding, and voting trust certificates for common stock payable Oct. 30, 1956, to stockholders of record Oct. 1, 1956.

U. A. Grosses

(Continued from page 1)

period ending Sept. 8 were \$6,000,000 above the comparative period for 1955. Last year UA reported a worldwide gross of \$55,000,000 for 12 months, the highest annual earnings in the company's history.

Expects \$65,000,000

With more than three months left for the remainder of the year, Benjamin indicated that UA will achieve the \$65,000,000 twelve-month 1956 gross anticipated in the company's year-end report.

Eisenhower Plea

(Continued from page 1)

will then attempt to work out in their own field the method requested by the President.

Today's meeting was lead by a White House advisor, **Gabriel Hauge**. In addition to the President, the meeting was addressed by Vice-President **Nixon**, Secretary of State **Dulles**, White House assistant **Sherman Adams** and U. S. Information Service director **Theodore Streibert**.

See Canadian Exhibitors Opposing 'Pay TV'

Special to THE DAILY

OTTAWA, Sept. 11.—Opposition to the Famous Players Canadian Corp.'s request for immediate permission to launch subscription television in Canada is expected to be registered by motion picture theatre owners, it was learned.

Famous Players, which has the rights to Telemeter in Canada, will file an application with the Canadian Broadcasting Corp. on Sept. 21 for launching the tv service. It is understood that the Theatre Owners Association of Quebec is one exhibition group which is planning to oppose the application. The TOAQ has been in contact, it was said, with U. S. exhibition associations which have opposed pay-as-you-see tv in the U. S.

Sub-titled Film Succeeds In Many Drive-In Units

"Diabolique," a French film which has been highly successful in art theatres in this country, is also being booked at drive-in theatres, according to **Richard Davis**, president of United Motion Picture Organization, which is distributing the film in this country.

The first outdoor showing of the sub-titled film was given last March in the South. Over 200 successful playdates, Davis said, encouraged New England drive-ins to also book the picture. One hundred drive-ins in the northeastern area will be showing the film, he said.

Aldrich to Government: Sponsor Venice Entries

Robert Aldrich, whose new film, "Attack," won the "best foreign film" award of the Italian Writers Union at the Venice Festival, declared at a press conference at the United Artists home office yesterday, that he felt the American entries at the festival, which he attended, should be government-sponsored. This would assure "an equitable treatment for all films each year," he said.

Declaring that he found the Venice festival "beautifully organized," he singled out for praise the new administration which includes a new selection committee, and said he felt the festival would grow in importance as the years pass.

Criticizes Defense Department

Aldrich distributed to the press a statement to be released today by the American Veterans Committee, leading veterans' organization, criticizing the Department of Defense's refusal to cooperate with Aldrich on the filming of "Attack." The Defense Department had refused cooperation on the grounds that "the story is basically considered to be derogatory to Army leadership during combat." Aldrich was not allowed the use of available army equipment and film clips usually provided by the Department for the making of war films.

Would Sell Red Product To Television: Kreiser

The Iron Curtain film product, especially the cartoon and puppetoon subjects, which International Film Associates Corp. expects to acquire for U. S. distribution this Fall, "will most likely be sold for television release," according to **Bernard Kreiser**, International Film Associates Corp. head, who is leaving here for Europe at the weekend.

Kreiser said that his organization has the world film rights to three films—one American, one French and one Italian, and that he hopes to exchange these rights for the American rights to the Iron Curtain cartoon and puppetoon subjects.

He said that the three films are "Against the Ropes," American; "High Time," Italian, and "Paris Affair," French.

Commenting on the 20 American feature films which he proposes to sell to the Iron Curtain countries during his seven week trip, Kreiser said that while he can not reveal the titles, he can say that the package was produced between 1945 and 1950, two of them being made in 1952, four of them being in color, and that some of the films are in current television distribution and some are still being shown in theatres.

... of Drive-ins

Auto Inspection Lanes in N.J.

Motor vehicle inspection lanes at New Jersey drive-in theatres may become a permanent feature of the state's inspection program, it was indicated by Gov. **Robert Meyner** announcing the opening of several lanes at highway theatres. Although the stations operate only in fair weather, the possibility of erecting shelters to permit year-round operation is being studied.

Reject Protest on R. I. U.

The zoning board of appeal in Pawtucket, R. I., by a two-to-one vote has denied a petition by the Independent Amusement Co. to revoke a building permit issued for the construction of another drive-in theatre that town, basing their decision on a Massachusetts Supreme Court decision which described the building as a movable structure. They held the drive-in screen is not livable, nor can it be used for any purpose for which a building can be used.

Chicago Drive-in Opposed

More lawsuits are arising over proposed construction during 1956 of outdoor theatres in the Chicago area. Most recent protest developed from residents in a northwest Chicago subdivision submitted group opposition to the construction of a 1,800-car drive-in on 28 acres adjoining their property. The involved residents have a petition to intervene in Circuit Judge **Harry Fisher's** Court later this month.

New Virginia Drive-In

Harry Aikens and **Ovila Pannell** expect to open their new 580-car Drive-In Theatre in Fairfax County next weekend. Delays in securing electric service held up the operation for several weeks. Only 580 spaces have been completed but a call for additional ramps during winter so as to increase the capacity to 884 for Spring.

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PEOPLE

Jack Warner, Jr., executive in charge of Warner Brothers TV Commercial and Industrial Films Department, has arrived in New York from the West Coast to confer with agencies regarding WB entry and active production in the field of tv film commercials.

Jess McBride, 36 years with Paramount and today branch manager of the company in Minneapolis, will be honored by salesmen and bookers in that area with a "Jess McBride Cocktail Drive," Sept. 23-29. It is the job of branch sales manager Forrie to book Paramount product in every theatre of the area during the week.

Kenneth W. Williams, manager of photographic illustrations division of the Eastman Kodak Co. advertising department, has retired from the company after 46 years of service. He had headed the division since it was founded in 1947.

John Houseman, producer of M's "Lust For Life," will attend the film's world premiere on Sept. 17 at New York's Plaza Theatre. The premiere will be a benefit for the Metropolitan Museum of Art, the proceeds of the evening going to their Student Fellowship Program.

TESMA Show Exhibits 225—A New Record

Equipment exhibits booths sold for the industry's International Trade Show at the New York Coliseum Sept. 14 totaled 225 early this week, according to an announcement by the Theatre Equipment and Supply Manufacturers Association. It added this study exceeds the record 204 booths the group's trade show in Chicago last year.

The theatre equipment business is up to normal, conditions in the theatre business being what they are," Jones, TESMA president, said in a statement, "but with the number of manufacturers and suppliers increasing their confidence in the future of their business, as they have done pending the considerable amounts of money necessary to exhibit in this static show, we hope we can look forward to an upsurge—but such an upsurge in our business can only be expected in business done at the box office."

Carolina Manager Dies

ENDERSONVILLE, N. C., Sept. 11. Fred W. Reid, manager of the Carolina Theatre here, and president of the local Chamber of Commerce, died of a heart attack last Thursday at his home. A veteran of World War I, he is survived by his widow, a son, two brothers and a sister. Interment was in Oakdale Cemetery here.



The Theatre Owners of America's Ladies Committee, which is setting up fashion tours, shopping sprees and other entertainment for the 1956 convention of the exhibitor group at the New York City Coliseum, met here at the Hotel Pierre to finalize plans. Attending the luncheon were (front row, left to right) Mrs. Thelma Mundo, Mrs. Doris Fabian, Miss Mary Becker and Mrs. Florence Miller. Standing to the rear are Abe J. Platt, convention co-ordinator, Mrs. Harriet Reade, Phil Harling, director of convention finances, Mrs. Claire Harling, Mrs. Helen Yellin, Mrs. Helene Rosen, Claude Mundo, assistant to the TOA president, and Joseph G. Alterman, assistant secretary of TOA. Other members of the TOA Ladies Committee are Mrs. Jeanne Alterman, Mrs. Norma Fabian Jacobson and Mrs. Hilda Levy.

TOA Meet Agenda Outlined

(Continued from page 1)

in the afternoon of Sept. 18, the finance committee, headed by Mitchell Wolfson, will meet.

Registration for the more than 1,000 expected members, guests and press representatives will take place on Sept. 19 and 20 at the Coliseum. On Sept. 19, a combined meeting of the board of directors and executive committee of TOA, under the chairmanship of E. D. Martin and Alfred Starr, will take place at the Hotel Pierre.

Welcome by Rosen

On Sept. 20, the convention will officially open with a fellowship breakfast followed by an address of welcome, which is to be delivered by Sam Rosen. The keynote speaker of the day and of the convention will be Simon H. Fabian, TOA treasurer and president of Stanley Warner Corp.

Also, on opening day, Pickus will deliver his nominating committee report to the convention and Martin will tell the TOA members of the board's activities throughout the year. At noon, the TESMA, TEDA and PCA trade show will officially open and be followed by a luncheon presided over by John H. Rowley.

The afternoon session on Sept. 20 will be highlighted by committee assignments. Sidney Cohen, Nathan Greer and Herman Levy will head a group charged with studying film practices and problems. Pickus and Roy Cooper will handle the committee on small theatre owners problems, including film problems. Phil Harling, Morton Thalheimer and LaMar Sarra will be committee co-chairmen of the real estate, taxes and insurance group. Sheldon Gunsberg and Walter Morris will head a foreign film committee.

A 'get-together' cocktail party will be held at the Hotel Statler to cap off Sept. 20. Also a screening of "Seven Wonders of the World" will be held that evening.

The second day of the TOA meet-

ing will be highlighted by a report by Ernest Stellings and Henry Plitt on the TOA National Showmanship Conference and a report by Harry Goldberg on TOA's National Public Relations Program. Sam Pinanski will act as toastmaster at luncheon at which time Leonard H. Goldenson will be guest speaker. The afternoon session will feature an advertising seminar, plus committee assignment reports.

On Sept. 22, the morning session will feature an equipment showmanship forum in cooperation with TESMA and the afternoon is free. The evening will be highlighted by a Pepsi Cola Circus Party at the Waldorf Astoria. On Sept. 23, nothing is scheduled, but the agenda disclosed that a board of directors meeting may take place if a session is required.

On Sept. 24, a concession forum will be held in cooperation with PCA, with a luncheon following. The afternoon will be turned over to a drive-in forum. The evening will be devoted to the Coca Cola sponsored President's Banquet at the Waldorf Astoria.

38 French Exhibitors to Attend TOA Convention

Thirty eight French exhibitors and their wives will attend the 1956 TOA convention here, Sept. 20-25, according to the Office du Cinema Francais.

Heading the list of French theatre men is Adolphe Trichet, president of the Association of French Theatre Owners and secretary general of the International Exhibitors Association.

Also attending will be Mr. and Mrs. Thierry Delafon, Mrs. Lafabrier, Mr. and Mrs. Clement Leroy, Mrs. Maria Girardon, Mr. and Mrs. Jean Font, Mr. and Mrs. Louis Font, Mr. and Mrs. Marcel Thirriot, Mrs. Leonce-Liets, Mr. and Mrs. Michel Deschamps, Mr. Ritman and daughter, Leo Dupis, Mr. and Mrs. Edeline, Mr. Besnard, Mr. and Mrs. Verin, Mr. and Mrs. Eechaut, Mr. Leduc,

Holden Is TOA 'Star of Year'

Actor William Holden will receive the Theatre Owners of America's "Star of the Year Award" for 1956, which is made "for outstanding service to the motion picture industry, the community and the country at large," it was announced yesterday.

A special committee consisting of Elmer C. Rhoden, J. J. O'Leary, Arthur H. Lockwood and R. J. O'Donnell named Holden in a unanimous vote. The award has been given only twice before—to Danny Kaye in 1954 and James Stewart in 1956.

Presentation of the award will be made by TOA's president Myron N. Blank at the President's Banquet at the Waldorf Astoria, Grand Ballroom, Sept. 24—the climax of the TOA International Convention.

Praised by Blank

In announcing the choice of Holden, Blank said: "We exhibitors owe Bill Holden a deep debt of gratitude for his cooperation and his many memorable performances on our screens. Bill symbolizes the artistry, integrity and glamor of all the people who have helped to build this into the great industry it is today, and it is with warm personal pleasure that we take this occasion to honor him."

This is the third award for the star, who recently entered the ranks of independent producers with his first film, "Toward the Unknown," a Toluca Production soon to be released by Warner Bros. In 1953 he won the Academy Award for the best actor of the year, and in 1954 was voted one of the ten best Money-Making Stars in the MOTION PICTURE HERALD-FAME poll.

Mr. and Mrs. Perrod, Mrs. Hurel, Mr. and Mrs. Ferber, Mr. Guibet, Mr. and Mrs. Courreges, Henri Weil, Mr. Gillet, and Mrs. Affre.



The Wife
(June Allyson)



The Siren
(Joan Collins)



The Gossip
(Dolores Gray)



The Career Girl
(Ann Sheridan)



The Nightclub Girl
(Ann Miller)



The Marrying Kind
(Agnes Moorehead)



The Maternal Type
(Joan Blondell)

POEM TO "THE OPPOSITE SEX"

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**M-G-M's LOW-DOWN ON
DAMES — WITH MUSIC!**

In CinemaScope and METROCOLOR

JUNE ALLYSON

**JOAN COLLINS
DOLORES GRAY
ANN SHERIDAN
ANN MILLER**

in

"THE OPPOSITE SEX"

Co-starring

**LESLIE NIELSEN
JEFF RICHARDS
AGNES MOOREHEAD
CHARLOTTE GREENWOOD
JOAN BLONDELL
SAM LEVENE**

And GUEST STARS:

**HARRY JAMES • ART MOONEY
DICK SHAWN • JIM BACKUS**

with **BILL GOODWIN**

Screen Play by **FAY** and **MICHAEL KANIN**

Adapted From a Play by **CLARE BOOTHE**

New Songs: Music by **NICHOLAS BRODSZKY**

Lyrics by **SAMMY CAHN**

Directed by **DAVID MILLER**

Produced by **JOE PASTERNAK**



*(Available in Magnetic Stereophonic,
Perspecta Stereophonic or 1-Channel Sound)*



Twin Cities Exhibitors May Form Organization

Special to THE DAILY

MINNEAPOLIS, Sept. 11.—Twin Cities independent exhibitors who have been meeting informally at luncheons may develop their gatherings into an organization of Minneapolis-St. Paul theatre owners, it is learned.

If formed, the new organization would supplement, rather than compete with North Central Allied on the municipal level. It would tackle such current problems as multiple bookings of the same films in the metropolitan areas and would cooperate in business promotion and film exploitation projects here.

Loew's Deal

(Continued from page 1)

Loew's vice-president in charge of television operations.

Barry also reported that in a separate transaction, Loew's signed an agreement to purchase a 25 per cent capital stock interest in KTVR, the Denver station currently owned jointly by Gotham Broadcasting and Founders Corp.

Loew's already has a 25 per cent stock interest in KTTV, Los Angeles, and is negotiating for acquisition of stock interests in other tv stations in the U. S.

KTVR plans a large scale exploitation campaign in connection with the inauguration of its M-G-M feature film programming which is scheduled to premiere in mid-October.

Other stations in the U. S. which have acquired the Loew's film backlog of 725 feature films are KTTV, Los Angeles; KING, Seattle; a Portland, Ore., station; WFIL, Philadelphia; WNHC, New Haven; WBNF, Binghamton; WFBG, Altoona; WCBS-TV, New York, plus two CBS-TV affiliates in Hartford and St. Louis; WBBN, Chicago, and WXIX, Milwaukee.

'Jet Pilot' Sneak

(Continued from page 1)

screening was hastily arranged at the request of Jules Furthman, who collaborated on the screenplay of the Howard Hughes production, and head film cutter Jim Wilkinson, who flew in with the film and special equipment needed to handle the print and a separate sound track.

It is understood the Minneapolis screening was one of several which have been held or are scheduled for the six-year-old Hughes film starring John Wayne and Janet Leigh, now the property of the new RKO Radio owners.

Audience reaction cards were passed out at the theatre but are returnable by mail directly to the studio.

One Minneapolis exhibitor who saw the picture said he believed that despite the long lapse between production and showing, the film has "distinct possibilities."

One Man's TV Views

By Pinky Herman

PENNANT-WINNERS are still to be decided (or rather—the National League race is still almost dead-locked while the Yanks are IN) yet NBC has already set up its College Football Game of the Week sked. This Sunday (7:30-8:00 P.M.) Fred Waring's Pennsylvanians, sportscaster Lindsey Nelson, vet coach Amos Alonzo Stagg and the U.S. Military Academy Glee Club will salute the coming gridiron season. Sponsored by General Tire & Rubber Company and placed thru the D'Arcy Advertising Co. . . . Susan Oliver, who CBStarred last week on Studio One's "Day Before Battle," will appear on Dr. Bruno Furst's WABD program Sunday (7:00-7:30 P.M.). Susan, who recently completed a course in memory training at the Doctor's School of Memory and Concentration, will recite, in and out of sequence, the Pulitzer Prize winners from 1918 to the present and the New York Drama Critics' Circle Awards from 1936 to the present. . . . Talented Sandra Deel earning the plaudits of the town's press for her great performance in the "Peter Pan" role these past few weeks at the St. Louis Municipal Opera. . . . For the past decade telecaster of the Washington Senators baseball games, Bob Wolff has been signed to describe all Madison Square Garden activities TVia WPIX.

☆ ☆ ☆

Howcome Broadway producers, ever on the prowl for new stars (secretly seeking from radio or tv another Paul Douglas or Frank Lovejoy) seem to overlook the personable, talented and handsome Tony Marvin, who not only consistently delivers a believable commershill, but can read lines, ad-lib successfully with the Red-head himself, possesses a rich baritone singing voice which he knows how to use and (what's most important) year after year garners enough votes in the national tv editors' polls to land among the winners. HMmmm? . . . Buick has signed to sponsor the ABCoverage (radio and tv) of the national elections which will start about 8:00 P.M., Tuesday, November 6. . . . Russ Case, has been doing such a grand job as conductor and arranger on the "Frankie Laine CBSeries," (substituting for Arthur Godfrey) that he's been signed by Vik Records. Frankie also introduced another great talent in Groove Records' star-ling Ann Gilbert, who guestrilled last Wednesnite on the program and as a result is mulling three different offers.



Tony Marvin

☆ ☆ ☆

Frank Bunetta, who produced DuMont's top-rated shows including those starring Jackie Gleason and Bishop Sheen, has returned to Gotham from Hollywood and will take over as director of "NBC Caesar's Hour" which returns to the air Saturday. . . . A radio series, "College Quiz Bowl," after more than three years on NBC, bowed off the air last March. Emceed by Allen Ludden and featuring weekly contests between different colleges and universities, this entertaining and enlightening program, written and produced by Don Reid, is a natural for tv. . . . About 10 years ago, this scribbler printed a paragraph (in another trade journal) to the effect that the genial gentleman of music, Eddie Lane, had decided to lay down the baton to accept a position as assistant manager of the Hotel McAlpin in Gotham and that Tin Pan Alley thus had lost a true friend and champion. So we're now happy—in fact elated—to report that Lane has returned to the music business and is ork pilot of another fine band currently summer-replacing Guy Lombardo's Orchestra at the Hotel Roosevelt.



Frank Bunetta

☆ ☆ ☆

Emceed by Lawrence Welk and featuring his orchestra plus professional and semi-professional talent, a new TVariety program, "Top Tunes and New Faces," will ABCommence Monday, Oct. 8 in the 9:30-10:00 P.M. slot to be sponsored by Dodge-Plymouth and originating in Hollywood.

Goldenson

(Continued from page 1)

financial community showed us Veterans of Wall Street said they couldn't remember when it had been possible to get that many prominent people together for any kind of business meeting on a Friday night in summer, in New York!

"Leonard H. Goldenson, ABC's dynamic president, answered all our questions candidly, flanked by Robert H. O'Brien, financial vice-president, Sidney M. Markley, vice-president, and Herbert Hahn, stockholder relations. This is one of the most profit-minded managements in American business. I have never met a president who 'knows his book' any better than Goldenson.

Mentions Palsy Fund

"Later, we visited Goldenson's office. On his desk were two collection cards for United Cerebral Palsy, and both were heavy with coins. Goldenson founded the Fund in 1950, and in five years under his leadership, it grew to one of the largest health funds in the U. S.

"ABC-Paramount is an unusual operation. We believed at the time of the merger that the tail eventually would wag the dog, that ABC in the long run would produce more profit than the theatre operation. This is the trend. Our opinion was confirmed that the future of this company hinges largely on the success of the tv network. ABC television has made marked progress in the past year, and the stock is an interesting speculation on continued improvement in this direction."

No Difficulties

(Continued from page 1)

that either side will seriously demand any major change in the agreement, was indicated. Some demands may be made, for bargaining purposes, but major changes are not looked for by officials here.

MPAA's British manager, Faye Albert, is scheduled to arrive here Friday, Sept. 21, for week-end strategic talks with MPAA president Eric Johnston and his assistants, Griffith Johnston and Ralph Hetzel.

On Monday evening, Sept. 22, Johnston will give a high-level dinner for the British negotiators.

Ellis Arnall, president of the Society of Independent Motion Picture Producers, is expected to be on hand to represent SIMPP in the talks.

'Oklahoma!' Run

(Continued from page 1)

president in charge of sales for Magna Theatre Corporation, which distributes the film.

He also said that at the end of business last Sunday the picture had grossed a total of \$1,673,675 at the Rivoli. "Oklahoma!" will be followed at the theatre by Mike Todd's "Around the World in 80 Days," the second picture to be produced in the Todd-AO system.

National Pre-Selling

THE merry world of De Sylva, Brown and Henderson will come bouncing back to life again in 'The Best Things in Life Are Free' reports "Life" in the Sept. 10 issue. This musical film is a tale of the '20s, the era of flappers and coonskin coats of which Scott Fitzgerald wrote so brilliantly.

These well known song writers wrote "Button Up Your Overcoat" "Black Bottom," "Sonny Boy," "The Birth of the Blues," "Life is Just A Bowl of Cherries," etc. All are in the film and dozens more. Dan Dailey and Ernest Borgnine and Gordon MacRae play De Sylva, Henderson and Brown and Sheree North plays herself.

"Lust for Life," reports Marshall Cottle in the September issue of "Cosmopolitan," "is a sumptuous screen biography of the tragic and tormented Dutch artist, Vincent van Gogh, with Kirk Douglas remarkably good both before and after he cut off his ear."

"The Opposite Sex," the new MGM musical comedy is advertised on the table of contents page of "Collier's" September issue.

"Storm Center," reports Ed Miller in the Current issue of "Seventeen," describes the plight of a small-town librarian (Bette Davis) who finds herself under attack when she refuses as a matter of principle, to remove a controversial book from the shelves of the public library."

Louis Berg in a pictorial story which appeared in the Sept. 9 issue of "This Week," shows how a couple of old timers dance the Charleston, Black Bottom, and the Tango. They are Barbara Stanwyck and James Cagney, stars of "These Wilder Years." They show the bobby-soxers they still got rhythm when they dance together during the takes of their first film as co-stars.

Barbara Goldsmith devotes considerable space to her review of "Tea and Sympathy" in the October issue of "Woman's Home Companion."

Barbara says "that it is a touching adult film. Among the best movies of the fall season, it stars Deborah Kerr and John Kerr in the roles they originated on Broadway. This story, which hooked audiences with its forthrightness and touched them with its tenderness, comes alive through the precise acting of its stars."

Kim Novak was profiled in the Sept. 9 issue of "American Weekly" and the "Eddy Duchin Story" is mentioned prominently.

WALTER HAAS

REVIEW:

The Power and the Prize

MGM—CinemaScope (black-and-white)

AMERICAN BIG BUSINESS, which took quite a beating in MGM's "Executive Suite" and in tv's "Patterns," to name the top two of recent vintage, takes another in this similarly constituted story filmed fastidiously in black-and-white CinemaScope. This time ABB is pictured in its international aspect, as well as the domestic, and is contrasted unfavorably with British Big Business, which doesn't come off entirely spotless either.

Like the predecessors mentioned, the picture consists almost exclusively of dialogue, plus only such action as has to do with the moving of the players from place to place, a circumstance that probably won't bother adult theatregoers (for whom the picture clearly was designed) who find rewarding interest in either the cold story of corporate conflict or the warm love story that runs along with it. By and large the new film if a comparison of two pictures wearing the same trademark may be permitted, stacks up, trade-wise, as a finely made "Executive Suite No. 2."

Robert Taylor's is the top name for billing, with Charles Coburn, Sir Cedric Hardwicke and Mary Astor furnishing excellent support, as always, and with Burl Ives and Elisabeth Mueller supplying performances that will make their names more meaningful next time they appear. Production is by Nicholas Nayfack, and Henry Koster directed from a screenplay based on a book by Howard Swiggett.

Taylor portrays in formal fashion the vice-chairman of a big corporation whose founder and head man, played with convincing force by Ives, intends passing the top job over to Taylor when he is no longer able to carry on. Ives has rigged an engagement for Taylor to marry his niece, which is alright with him until, sent to London to wrap up a \$40,000,000 deal with a hard-up British company headed by Hardwicke, he meets Miss Mueller, a war widow in charge of an organization devoted to finding work for displaced persons. They fall in love and became engaged to marry after he breaks off with his employer's niece. Handicapped by a reviving conscience, Taylor fails to go through with the \$40,000,000 deal as instructed, and when he gets home his boss, angered by this and by false reports he has heard of Miss Mueller's character and past, demands his resignation. He declines to give it, finally, and with the aid of Coburn, the corporation's ranking stockholder, he bests Ives in a board of directors' meeting, forcing the latter to yield his post.

Ives can give up folksinging in favor of acting, if he'd rather be an actor, on the basis of his performance here as the predatory capitalist, and Miss Mueller takes a long step toward stardom in her role as the wartime refugee.

Running time, 99 minutes. Adult classification. Release date, Oct. 12.

WILLIAM R. WEAVER

Suit Against Fox

A \$250,000 plagiarism damage suit was filed in Federal Court here yesterday against Twentieth Century-Fox, Frank Tashlin and Albert A. Beich by Kathleen Kendrick and Herbert Faber. The suit asks for an injunction and damages for alleged infringement of the plaintiff's common law property called "My Hero," which they claim was incorporated into the 20th-Fox film, "The Lieutenant Wore Skirts."

Clara Beranger Dies

HOLLYWOOD, Sept. 11.—Funeral services will be held Thursday afternoon at Pierce Brothers Chapel, Inglewood, for Clara Beranger, 70, playwright, who died last night of a coronary ailment. The deceased, widow of the late William C. DeMille, had written more than 60 screenplays, including several for Paramount, and had

NBC Closed Circuit

(Continued from page 1)

gram was picked up by 120 stations across the country for an audience of distributors, advertising and station executives and news reporters.

The selected audience heard Robert Sarnoff, president of NBC; Frank Folsom, president of Radio Corporation of America, and Andrew Heiskell, publisher of "Life Magazine," outline the rapid strides made by RCA color television up to the present time as well as the advances considered inevitable in the future.

This portion of the program occupied approximately 30 of the 50 minutes. The remainder was given over to entertainment by Dinah Shore and Vaughn Monroe.

taught dramatics at the University of Southern California.

Two brothers, three sisters and a daughter survive.

New Canopy Adorns MPAA Wash. Office

From THE DAILY Bureau

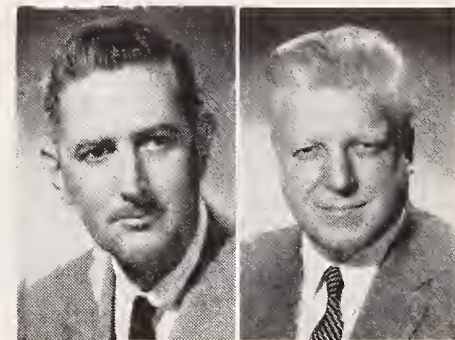
WASHINGTON, Sept. 11.—A new canopy, with "Motion Picture Association" in larger letters than ever, now hangs over the entrance to MPAA headquarters here. The old one, damaged by the elements over the years, was taken down about a month ago.

Clagett-Mills

(Continued from page 1)

association in a consultative capacity. Taylor Mills, a member of MPAA's New York executive staff, will succeed Clagett there.

These changes were announced today by MPAA president Eric John-



Manning Clagett

Taylor Mills

ton. The changes are effective at once.

In his new job, Clagett will be charged with finding out about and dealing with proposals affecting the industry in various state and local legislatures. He's been doing considerable work in this field in the last few years, as an aide to Bryson.

In announcing the switches, Johnston applauded Bryson for his "brilliant job over the years in handling legislation dealing with the motion picture industry, first in California, and later in Washington. The whole record is impressive, and in no area more so than in the field of censorship."

Teamwork Praised

"Working as a team in recent times," Johnston continued, "Jack Bryson and Tim Clagett have spearheaded highly successful efforts to cut down censorship, so that active state censorship remains today only in four states—New York, Maryland, Virginia and Kansas. We are confident that these four are on the way out, so that the screen finally will fully enjoy the freedom guaranteed by the first amendment to the U. S. Constitution."

"It is particularly pleasing that Bryson feels he can continue with us as a consultant, while turning over active direction of the State Legislative Department to Clagett. With Clagett leaving New York, we are fortunate that we had on the staff a man of Mills' experience and competence to replace him."

San Francisco to Chicago—9¢ a book! Ship UNITED!



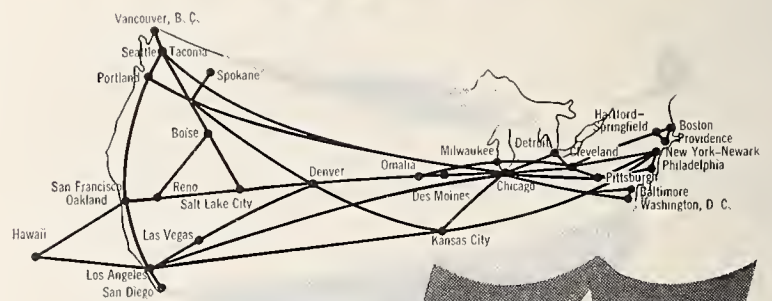
DEALERS' SAMPLE BOOKS leaving San Francisco aboard United's 300-mph DC-6A "Big Lift" Cargoliner arrive in Chicago in just 7 hours! Cost for 100-lb. shipment—\$18.80*

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*These are the rates for many commodities. They are often lower for larger shipments. Rates shown are for information only, are subject to change, and do not include the 3% federal tax on domestic shipments.



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All
the News
That
Is News

QP

MOTION PICTURE DAILY

Concise
and
to the
Point

QP

L. 80, NO. 52

NEW YORK, U. S. A., THURSDAY, SEPTEMBER 13, 1956

TEN CENTS

lied Persists

ara. Is Asked o Reconsider id to Meeting

Letter to Balaban or Suggests Sept. 24

Special to THE DAILY
INCINNATI, Sept. 12.—Ruben
Allied States president, asks Bar-
Balaban to "reconsider" his re-
to participate in a joint meeting
production-distribution company
idents with exhibitor organization
representatives and suggests that such
meeting be held during the week of
24, in a letter to the Paramount
ident made public here today.
lied proposed the meeting of
pany heads and exhibitor repre-
ntatives in July after the Senate
Business subcommittee refused
itor petitions to step into the
of industry complaints, recom-
ding instead that the grievances
adjusted within the industry.
Balaban replied two weeks ago that
amount would meet with exhibi-
representatives to discuss topics to
agreed upon provided competing
(Continued on page 6)

Head Asks 5-Year and Radio Licenses

Federal Communications Commis-
Chairman George C. McCon-
naughey has proposed
that radio and televi-
sion licenses and re-
els be granted for five-year periods
rather than the present three years.
He made the proposal, which would
be legislation by Congress, in a
(Continued on page 6)

Theatre Concessions Head PCA Agenda

operation and handling of con-
cessions in both indoor and drive-in
theatres will highlight the four-day
convention of the Popcorn and Con-
cessions Association, which gets un-
day at the New York City Coli-
and Hotel Statler here Sept. 20.
manufacturers and wholesalers will
(Continued on page 2)

CinemaScope To Mark 3d Anniversary Sunday; World Installations to Date Total 36,197

CinemaScope will celebrate its third anniversary this Sunday, and the date, according to 20th Century-Fox, will find 36,197 wide-screen installations in 41 nations.

CinemaScope according to the company's latest installation charts, is currently installed in 16,584 indoor and outdoor theatres in the U.S. and in 19,609 foreign theatres. It is also in armed service and non-theatrical units.

England leads the foreign countries in number of installations as of Sept. 7 with 3,225 theatres using the system. Italy follows with 3,011 installations, then Germany with 2,521 and France with 1,438.

The chart also reveals that one-track optical sound is more in use than magnetic in both local and foreign theatres. In the U.S. and Canada 12,790 use optical while 14,472 have it in foreign situations.

Film Fair of TOA Opened

Representatives of the six foreign film distributors who have product entered in the Theatre Owners of America Film Fair, which opened last

"Confidential Report," first film in TOA's Foreign Film Festival, was shown last night to a near-capacity audience at the Museum of Modern Art theatre. Viewers seemed absorbed in the melodrama, written, produced and directed by Orson Welles.

night at the Museum of Modern Art here, will attend the TOA convention and trade show to meet with exhibitors seeking to acquire the pictures.

According to a TOA official, the
(Continued on page 6)

'Oklahoma,' 'King and I,' 'Guys and Dolls'

Expect London 'Battle of Musicals' When Three Play Simultaneously

By PETER BURNUP

LONDON, Sept. 12.—With the opening of "Oklahoma!" at J. Arthur Rank's Leicester Square Odeon what has come to be known generally in this city as the "Battle of Mighty Musicals" has been effectively sparked off.

The Rodgers-Hammerstein film got under way in sparkling and spectacular fashion. Despite a heavy down-pour of rain, Leicester Square was packed throughout the evening with an excited crowd watching the celebrities and the not-so-celebrated entering the theatre. The film had an ovation at the end.

This week 20th-Fox is to introduce

Rank Says Tax Forcing Closing of 79 Theatres

From THE DAILY Bureau

LONDON, Sept. 12.—J. Arthur Rank, chairman of Rank Organisations, Ltd., in the company's annual report, released today, declared that the "excessive entertainment tax" is forcing him "to close over the next few months 79 theatres" and that "within the next year hundreds of other theatres will close in this country."

Rank, pointing out that the economic state con-
(Continued on page 6)



J. Arthur Rank

Dec. 25-Jan. 3

Set New Date For Audience Awards Ballot

COMPO Committee Also Cuts Nominations to 10

The COMPO Audience Awards Planning Committee has voted to change the date of the public balloting in this year's Audience Awards election to the ten days beginning Christmas Day and ending midnight, Jan. 3. The action was taken at a two-day meeting which ended yesterday.

As was the case last year, the public will be asked to vote for the best picture, best performances (male and female) and most promising new personalities (male and female) among the pictures released from Oct. 1, 1955, to Sept. 30, 1956.

In making the change of the public balloting from last year's dates, Nov. 17-27, to Dec. 25-Jan. 3, the commit-
(Continued on page 2)

Boston Area Sets Date For Business Campaign

Special to THE DAILY

BOSTON, Sept. 12.—Using as their slogan, "Shop, Dine and Go to the Theatre," a group of theatre operators and other businessmen in the Massachusetts Avenue area here have set Oct. 1 as the date for their combined promotional campaign, the plan for which was announced recently. The chairman of the program is Charles
(Continued on page 2)

RKO Will Use Benton In Atlanta Exchange

Special to THE DAILY

ATLANTA, Sept. 12.—RKO Radio Pictures will turn over the distribution of its films in this exchange area on Monday to the Benton Film Express Co., it was announced here.

This change follows a move by RKO last week in which the company farmed out the inspection and shipping to National Film Service in the Minneapolis, Milwaukee and St. Louis exchange areas.

PERSONAL MENTION

ROBERT S. TAPLINGER, vice-president in charge of advertising and public relations for Warner Brothers, and head of the public relations agency bearing his name, will return to New York from Europe over the weekend.

WALDEMAR TORRES, publicity manager in Brazil for Loew's International, has been awarded first prize in the company's worldwide competition for the most original promotion campaign for "Interrupted Melody."

ROGER H. LEWIS, United Artists national director of advertising-publicity, will return to New York today from Hollywood.

WALTER SLEZAK will leave New York by plane today for Europe.

WILLIAM F. BROIDY, producer, will leave Hollywood on Saturday for New York.

PAT DUGGAN, producer, will leave the Coast by plane today for New York.

Boston Campaign

(Continued from page 1)

E. Kurtzman, northeast division manager of Loew's Theatres, Inc., who, with his staff, has been preparing newspaper campaigns and other ballyhoo.

The four theatres taking part—Fenway, Uptown, Strand and Loew's State—will show special trailers and set up front decorations, in addition to using newspaper ads. Other businessmen participating in the combined effort include bank officials, parking lot owners, restaurant owners and other merchants in the sector.

Kurtzman said the Oct. 1 date was selected to take immediate advantage of two recent developments; the theatre tax admissions cut and the acquisition of a new parking lot with a capacity of 1,000 cars in the center of the area. Both events have been made known to the public through special promotional stunts.

AB-Paramount Dividend

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc., announced today that the board of directors declared dividends of twenty-five cents per share on the outstanding preferred and twenty-five cents per share on the outstanding common stock of the corporation, payable Oct. 20, 1956 to holders of record on Sept. 28, 1956.

Audience Awards Balloting

(Continued from page 1)

tee said it was acting in response to numerous comments from theatres that there should be a greater time lapse between the end of the operative year, Sept. 30, and the actual balloting so that theatres would have a chance to play all the pictures on the ballot. Last year, it was reported, many participating theatres had no opportunity to play some of the pictures nominated and consequently felt that patrons knew nothing about them.

Nominations Cut

The committee also decided to cut the nominations in each of the five categories from 20 to 10. This also, it was explained, was in response to opinions expressed by exhibitors that last year's ballot was too long. Because of confusion which resulted from last year's three nominating ballots, it was decided to have but one nominating ballot this year. All film distributors will be asked to place in contention those pictures released during the operating year, Oct. 1-Sept. 30, which they deem most worthy and to follow the same procedure in naming as contenders the performances of their leading actors and actresses and the contenders in the male and female new personalities divisions.

The pictures and personalities chosen

by the companies will be listed on one nominating ballot, which will be distributed to 16,000 theatres through the exchanges of National Screen Service. From this ballot exhibitors will be asked to nominate the 10 best pictures, the 10 best performances by an actor, 10 best performances by an actress, and 20 promising new personalities, divided between the sexes.

These nominations will go on the ballot to be used in the public voting in theatres Dec. 25-Jan. 3. All ballots must be cast in ballot boxes installed in theatre lobbies.

Announcement Around Jan. 15

Winners of the public voting will be announced at a function to be held on or about Jan. 15. The nature of this function, it was announced, will be determined by the new national chairman of the Audience Awards campaign, yet to be selected.

The committee also decided that this year no player will be listed more than once in the best performance classification on the public ballot. Last year's ballots named several players who were nominated for their performances in different pictures. Should a player be nominated for his performances in more than one picture, he will be asked to choose which performance he wishes listed.

Theatre Concessions

(Continued from page 1)

meet next Thursday and Friday at the Statler on those mornings. The popcorn processor segment will meet on Friday, Sept. 21, with the combined segments meeting the following day at the same hotel.

Theatre concession discussions will be held on three days of the PCA meeting. Conventional theatres will be investigated on Sept. 20, with drive-ins set for Sept. 21 and 22.

On Sept. 24, at the Coliseum, a clinic on combined concessions will be held in conjunction with the Theatre Owners of America.

Anne Bauchens To Get Award for Film Editing

The American Cinema Editors achievement award for "distinctive achievement in film editing and for outstanding contribution to the film industry over a period of years," will be presented to Anne Bauchens by Cecil B. DeMille at a luncheon ceremony, at the Paramount Studio, next Tuesday. ACE president Warren Low will preside.

During her 40-year career, Miss Bauchens has edited, among many others, some 55 DeMille features, including "The Ten Commandments."

Work Out Details for New Catholic Film Unit

KANSAS CITY, Sept. 12 — Final details for the organization of a Catholic Film Foundation were worked out here yesterday by fourteen men representing various sections of the country.

The foundation hopes to raise 3 million dollars nationally not only to finance motion pictures and film strips for parochial schools but also to help produce films emphasizing religious themes for general distribution. A charter of incorporation as a non-profit foundation probably will be sought either in New York or California.

Reopen Cleveland House

CLEVELAND, Sept. 12—The remodeled 1800-seat Lyceum Theatre, recently acquired by S. P. Gorrel and Leonard Mishkind, will re-open Thursday with a double feature policy and a new admission scale of 60¢ top, which is ten cents higher than the top scale under the previous management. This is in line with a growing local tendency to boost admissions in the neighborhood a nickel or a dime to either 55¢ or 60¢. H. B. Arstein, former manager of the Broadview Theatre, will manage the Lyceum.

... NEWS ROUNDUP

Fox Pushing 'Cool It Baby'

Five recordings of "Cool It, Baby," rock 'n' roll ballad from 20th Century Fox's "Teenage Rebel," have been recorded and are being sent to jockeys throughout the nation in a full-scale music promotional campaign for the CinemaScope film. Juke operators are also being contacted for programming the song during the six to eight weeks.

Big U-I Drive for 'Moment'

Twenty-two women's and magazines with a combined circulation of 15,000,000 will be used by Universal-International during October and November to advertise "Unguarded Moment," according to announcement by David A. Lipson, U-I vice-president. The film is scheduled for November release.

Television, Script Clinics

A television-writing workshop and a script-writing clinic will open at the New School for Social Research in New York for the fall term beginning Sept. 24. Gilbert Seldes, playwright and critic, will direct the television-writing workshop, and Rheta Schreiber, writer and educator, will head the script-writing clinic.

Dimitri Tiomkin to Tour

Dimitri Tiomkin, who composed and conducted the music for William Wyler's "Friendly Persuasion," will leave Hollywood on Oct. 1 on a tour of New York, Chicago and other key cities on behalf of the film.

Offer New Film Striping

Reeves Soundcraft Corp., developers of magnetic striping on motion picture film, has announced a new film product, Twin-Track Magnetic Stripe, for professional motion picture recording use. Frank B. Reeves, Jr., executive vice-president of Soundcraft, said the new product will enable film producers to use one magnetic film product for original recording and also for editing.

THERE'S ONE LEADER IN EVERY FIELD!

TRY US ON YOUR NEXT ORDER AND SEE WHAT WE MEAN!

IN SPECIAL TRAILERS ITS FILMAGE

CHICAGO, 1327 S. WAB.
NEW YORK, 341 W. 44th

Cohen for TV Following Film

The advantages of presenting closed circuit color television programs in theatres along with regular features were reaffirmed yesterday by Max Cohen, president of Cinema Circuit, Inc., as he left for Europe to investigate a new color system there. "I'd run the color tv on a double bill with a feature picture," Cohen said. "For example, 'Trapeze' could be run as a movie and followed with a live broadcast of the Metropolitan Opera doing 'Aida.' Who'd want to go home when he could get that for regular admission price?"

Part 16 Films on Coast Now Underway

HOLLYWOOD, Sept. 12—With 16 pictures starting this week and completion of only three others, the total number of pictures in production jumped 13 points to 49. Started were: "Naked Paradise," United Prods. (American International Pictures); "The 27th Day," and "Force Is a Woman" (Columbia); "Delinquent Woman," CinemaScope, Columbia; "Lizzie," Bryna Prods., and "Ten Thousand Bedrooms," CinemaScope, Metro-Goldwyn-Mayer; "The Delicate Delinquent," VistaVision (Paramount); "Hell's Crossroads," (Republic); "The Girl Most Likely," Eastman Color and "The Fly and the Prowler," Color (RKO Radio); "The True Story of Jesse James," CinemaScope, DeLuxe Color; "Three Brave Men," CinemaScope, and "The Restless Bride," National Picture, Eastman Color (20th Century-Fox); "The Jagged Edge," (Lytton-Gardner-Leven); "The Big Catch," Pine-Thomas, and "Gambling Man," Bel-Air Prod. (United Artists). Completed were: "Brave Tomorrow," Calahad Prod., and "The Day They Gave Babies Away," Eastman Color (RKO Radio); "Joe Butterfly," CinemaScope, Technicolor (Universal-International).

U-I Serials Now Sold in 14 TV Markets

Hygo Television Films, Inc., which acquired 31 Universal-International serials during July for distribution to theatres has sold the over 400 episodes in 14 major markets and is closing a distribution agreement with Telefilm Canada, who will handle the tv distribution in the Dominion, it was announced yesterday.

Among the U. S. stations and markets which have purchased the U-I serials from Hygo TV are: KLV, Detroit-Windsor; WBKB, Chicago; KTV, Tulsa; WKY, Oklahoma City; KSL, Salt Lake City; and KRON, San Francisco.

The serials include: "Royal Mounted Rides Again," "Lost City of the Jungle," "Jungle Queen," and "Master of the Jungle," "Scarlet Horseman" and "Gang Busters."

CBS Buys Station WGTH in Hartford

Columbia Broadcasting System, Inc., will become the owner of Television Today, WGTH-TV, Channel 18, Hartford, Conn., on Sept. 16, J. L. Van

Volkenburg, president of CBS Television, announced yesterday.

Harvey J. Struthers will become general manager of the station, whose call letters will be changed to WHCT, effective with the change in ownership.

The contract for the sale of the station to CBS, Inc., by General-Times Television Corp. was negotiated by John Poor, vice-president of RKO General Teleradio, Inc., and Herbert Akerberg, vice-president in charge of station relations, CBS Television.

WHCT is the second UHF station purchased by CBS, Inc. Station WXIX, Milwaukee, Wisconsin, was acquired on Oct. 22, 1954.

VHF television stations owned by CBS are: WCBS-TV, New York; WBBM-TV, Chicago, and KNXT, Los Angeles.

The affiliate television outlet of CBS is one of the three stations which will have the Loew's, Inc., film library available for programming this fall. The other stations are WCBS-TV, New York, and an affiliate in St. Louis.

Coast Union Dispute Brings Parley Here

Officials of the National Broadcasting Co. and the National Association of Broadcasting Employees and Technicians will confer here today on the issue of union recognition which yesterday prevented the national telecasting of two network programs from Hollywood before pickets were withdrawn in the mid-afternoon.

The picketing stemmed from a demand that NBC recognize NABET as the bargaining agent for two clerks employed by the network.

New 16mm Catalogue

Association Films, Inc., has published its 1956-57 edition of "Selected Motion Pictures," a 56-page, illustrated catalogue of 16mm free and rental films for schools, clubs, churches, industries and other community organizations. The company makes available through regional film exchanges more than 1,000 sound films, of which approximately 200 may be borrowed for group showings at no charge except postage. A wide range of subjects is covered in the films—from air travel to vocational guidance.

Crescent Official Dies

NASHVILLE, Sept. 12.—C. Russell McCown, 58, assistant manager of theatre operations of Crescent Amusement Co., died suddenly today en route to Fontana Village, near Chattanooga for a vacation.

With Crescent since 1921, first as theatre manager, McCown was prior to that an independent operator at Lewisburg, Cornersville, Fayetteville, and Pittsburgh.

Olympia Theatres Close To Protest City Tax

Special to THE DAILY

OLYMPIA, Wash., Sept. 12—Three motion picture theatres here have closed down in protest against the municipal five per cent admissions tax which has been in effect since World War II.

A theatre marquee which faces the offices of the Mayor of Olympia reads: "Held Over Again, Now in 13th Year, Tax Discrimination Continues in Olympia."

Sees Films Being Made At Deepest Ocean Depths

Successful motion pictures will someday be made at the deepest areas of the world's oceans, and at the moment it is perfectly feasible to make motion pictures of events at 25,000-foot depths, according to Corvette Captain Jacques Cousteau, co-producer of the Columbia Pictures release, "The Silent World."

Speaking at a reception at the French consulate yesterday, Cousteau said his film is a record of his 20 years' experience as a marine explorer. The experience was very handy, he said, in making the film, because he was familiar enough with marine life habits to be able to locate exactly the fish and locales he wished to record "almost by appointment."

Cinerama in Venezuela

Cinerama's first opening in South America takes place tonight at the Teatro del Esto in Caracas, Venezuela, before an audience that was to include the heads of the Venezuelan government, the diplomatic corps and heads of the Stanley Warner Corporation which negotiated the presentation. Harry Kalmine, Bernard Kranze and Lester Isaac represent the company's management. It will be the 26th engagement of "This Is Cinerama" since its premiere almost four years ago.

German Trade Fair

The "Fotokina," a photographic and cinematographic exhibition, will be held for the fifth time in Cologne, Germany, Sept. 29 to Oct. 7. It is a trade fair designed to present to dealers and others everything within the wide range of photographic and cinematographic apparatus and accessories recently developed. Photo contests, topical displays and a 60-year survey of the history of motion pictures, will be among the features.

Peter Purcell, 58

PARIS, Sept. 12 — Peter Patrick Purcell, 58, of Paramount's Eastern division executive staff in the position of technical and traffic manager, died here today. His wife and a daughter survive.

On the Go Co-Production Makes Dudley Globe-Hopper

By WILLIAM R. WEAVER

HOLLYWOOD, Sept. 12—Producer Carl Dudley has returned here after flying to London over the Pole, accompanied by his chief film editor, Norman Suffern, to put some finishing touches on his editing of his "Big Search" negative at the Technicolor, Ltd., laboratory there.

He'll probably take off shortly for Cuba, where his "Fever Tree" has finished shooting, to see whether the rough-cut of that production needs anything in the way of re-takes.

Must Be Ubiquitous

Not that he thinks it will need any, but because an independent producer with films in making all around the globe has to do quite a bit of continent-jumping to make sure everything's going six-two-and-even.

Producer Dudley has engaged in about as much of the practice they are now calling "international co-production" (formerly "runaway" production) as any independent producer in the business, possibly excluding N. Peter Rathvon, former RKO Radio president, who heads up producing companies in three or more European countries and shoe-laces their co-operations in a fashion successfully designed to get maximum benefit out of the subsidies granted by the nations engaged in the various co-producing.

Authentic Settings Vital

The Dudley reason for filming his pictures abroad, which is not a hard and fast policy, but happens to predominate at the moment, is because you can get more authentic settings and atmosphere by going to the site of the subject than by "faking" it in Hollywood, and usually (not always) you can get it for less money, although sometimes there are additional costs that nullify this secondary reason.

Three Dudley pictures now in completed form, except for scoring and minor editing are "Fever Tree," filmed in Cuba, with Richard Goldstone as producer, Laslo Benedek as director, and with John Cassavetes, Sara Shane and Raymond Burr as principals; "The Big Search," shot in Tanganyika, Africa, in Eastman color and Vista-rama, with Marshall Thompson and Gaby Andre co-starred; and "Congo Giant," produced in the Congo country, with Thompson starred atop a large native cast directed by Arnold Belgard.

No Distribution Deals Yet

He has committed none of these for distribution so far, in keeping with his policy of using his own financing and making no release deals prior to bringing his pictures to the previewing stage.

More about

"THE BAD SEED"

ESPECIALLY FOR SHOWMEN WHO HAVE NOT

You can't find a theatre man who doesn't know that THE BAD SEED has given the new show-season a very healthy start. There are very few successes as big in the entire Warner history. We of Warners want here to express our indebtedness to the showmen whose recognition of the merchandising techniques behind this picture and whose hard work have contributed so much to its success and its 100% holdover record.

While business is tremendous everywhere, maximum business was obtained in those engagements which followed closest the pattern of advertising, promotion and publicity established in the initial engagements in Miami (*thank you Harry Botwick, District Manager of Florida State Theatres*)

We ask the showmen who are yet to play THE BAD SEED to be sure to check the Warner fieldmen for the *exact* sequence of the advertis-

SEED"

ET PLAYED IT

ing, and the ex-
citing promotion
technique. Ask
the Warner man
about - (1) the
teen-age panels
(2) the taped
disc-jockey
interview satu-
ration (3) the
Quiz Heralds
(4) the Inquiring
Photographer
(5) the publicity
policy (6) the cross-plug trailers (7) the special
screening technique (8) all the ideas for special
news-shots for newspapers, and the radio and
TV ideas too numerous to list.

Why "The Bad Seed" is recommended for Adults only:

We believe motion pictures are for everybody. However, the theme of "The Bad Seed" is so special (it has never before been attempted on the screen)—its intimate probings so sensational (they will shock some)—this motion picture may not be suitable for younger people without worldly experience.

As unusual, and unusually gripping entertainment, "The Bad Seed" is being seen by a wide audience—but we believe it is best that only adults attend.

Talk all
you want
about the
man and
the woman
...BUT PLEASE
DON'T TELL
ABOUT
THE GIRL!



WARNER BROS.
present the 2-year-run stage sensation with the prize-winning cast of the play!



A hidden shame out in the open--
and the most terrifying rock-bottom
a woman ever hit for love!



NOTE!!!
There will be a brief
catch-your-breath
intermission at each
showing. ***NO ONE
WILL BE SEATED
LAST 15 MINUTES!

STARRING

NANCY KELLY

AND INTRODUCING

PATTY McCORMACK

WITH HENRY JONES EILEEN HECKART

EVELYN VARDEN WILLIAM HOPPER PAUL FIX JESSE WHITE Gage Clarke Joan Croydon

MERVYN LEROY

Screen Play by JOHN LEE MAHIN Based upon the play by
PRODUCTION MAXWELL ANDERSON and the novel by WILLIAM MARCH

DIRECTED BY MERVYN LEROY

MUSIC BY
ALEX NORTH

ONE OF THE PRESSBOOK ADS — THE KEY TO THE CAMPAIGN

AND DON'T FORGET TO START THE TRAILER
EARLY AND CROSS-PLUG IT AT EVERY AVAIL-
ABLE THEATRE. BOSTON CROSS-PLUGGED IT
IN MORE NEW ENGLAND THEATRES THAN
EVER BEFORE AND BOSTON TOPPED EVERY
GROSS IN 17 YEARS!

U. K. 'Battle'

(Continued from page 1)

and Dolls." Never at one time has London had such an embarrassment of Hollywood riches set before it. Experienced observers wonder whether the Metropolitan market in these days of declining box-office can absorb such a galaxy of expensive and expansive offerings at one time. Other crystal-gazers, looking into the future, speculate whether these extravagantly made exhibits will indeed succeed in their real purpose: namely, to drive the folks out of their arm-chairs and away from the tv set on a long term basis.

Sam Goldwyn has no doubts in the matter. Says he: "I've seen both 'Ok-lahoma!' and 'The King and I'. They are both great films. They will both make a lot of money. So will 'Guys and Dolls'."

'G&D' Policy Deferred

Charles Goldsmith, Metro's managing director here, says that a decision on the booking policy to be adopted in regard to "Guys and Dolls" will not be taken until after the picture's premiere.

Uneasiness is to be observed among independent exhibitors over 20th-Fox's already reported release plans for "The King and I." Following bitter protests from its rank-and-file members, CEA has called for an early meeting of the joint CEA-KRS committee to discuss the 20th-Fox plan. The protesters claim that the company should not have disturbed the established trading pattern without prior consultation with CEA.

20th-Fox's James Pattinson is unperturbed. He says his plan "falls into line with the notions of all progressive thinkers in the trade."

TOA Film Fair

(Continued from page 1)

representatives of Theatrical & Video Corp., Kingsley International Films, Columbia Pictures, API Productions, J. Arthur Rank and Richard Gordon will also be in attendance at all six screenings.

The TOA executive said his organization expects to have the "SRO" sign hanging at the Museum's screening room, which seats 496. He said that some 5,000 invitations to the Film Fair were sent to TOA members, exhibitors, distributors and the press and that the acceptances number more than the screening room can hold.

The TOA screenings began last night when Theatrical & Video's "Confidential Report" was presented. Tonight's screening will be Kingsley's French release of "We Are All Murderers." On Sept. 17, Columbia's Japanese release of "Magnificent Seven" will be presented. On Sept. 18, API will screen their Italian release, "Zitelloni." On Sept. 19, Rank's British production of "Reach for the Sky" will be presented. On Sept. 20, the attraction will be Gordon's German release of "The Devil's General."

It was pointed out that each of the above six films is available for immediate distribution to theatres.

REVIEW:

Beyond a Reasonable Doubt

RKO Radio

RKO RADIO PICTURES and producer Bert Friedlob have come through with a neat suspense item in "Beyond a Reasonable Doubt." Fine acting performances from Dana Andrews and Joan Fontaine and sterling character work from Sidney Blackmer, Philip Bourneuf, Shepperd Strudwick and Arthur Franz, plus the usual values inherent in the work of director Fritz Lang, lend this film a shiny gloss and a workmanlike look that augur well for boxoffice potentials.

The story has Andrews, a writer, engaged to Miss Fontaine, daughter of a powerful newspaper publisher, Blackmer, who has long been a foe of capital punishment and its exponent, politically ambitious district attorney Philip Bourneuf, who has a long record of convictions based upon circumstantial evidence. Andrews and Blackmer plan to foil Bourneuf and his "beyond a reasonable doubt" theories by planting evidence leading to Andrews as the murderer of a stripteaser whose body has recently been found. The idea is to get the writer accused and convicted of the crime solely on circumstantial evidence. At the last moment Blackmer is to come forward with documented proof of Andrews' innocence, thus freeing him and embarrassing Bourneuf and his theories.

Only hitch is, Blackmer gets himself killed in an auto accident right after the court has convicted Andrews, and before he can introduce proof of the latter's innocence.

Some novel suspense values have been built up with this script by director Lang and his colleagues, and a surprise twist at the end gives an added fillip to an interesting picture that will hold audience attention throughout its running time. The production mounting is solid, the pace neat, the dialogue of Douglas Morrow, who wrote story and screenplay, is crisp and economical, and the idea, while far-fetched, is presented with an aura of credibility.

Running time, 80 minutes. General classification. For September release.

LAWRENCE J. QUIRK

Rank Says FCC Head

(Continued from page 1)

fronts both big and small theatre owners, said the closing of theatres in Britain "reduces the potential earning power of a film producer and in turn brings a series of further problems."

"We have in our circuits 184 theatres, which, after taking all revenue into consideration, are losing money at the rate of £444,000 (\$1,243,200) per year," he said.

"The British motion picture industry will be able to give a satisfactory account of itself in the future only "if appropriate relief from the excessive entertainment tax is granted and provided that the statutory British Film Production Fund is adequate in amount," Rank said. He added, "I am confident that relief will be given."

A preliminary report on Rank Organisations, Ltd., for the fiscal year ended on June 23 was published in the Aug. 29 issue of MOTION PICTURE DAILY.

Rank said that despite theatre losses, the Group continues to build or acquire theatres in potentially profitable areas with, in all, 21 theatres added to the circuit during the last 12 months.

"In exhibition profits," Rank said, "apart from the impact of television another factor has been the lack of availability of sufficient first-class box office films from Hollywood."

(Continued from page 1)

speech before the Radio and Television Executives Society here yesterday. He noted that other services subject to government regulation have a five-year license or renewal period and said he could see no reason why broadcasting licenses should be treated differently.

The FCC chairman reaffirmed his opposition to any greatly expanded government control over broadcasting operations or program content. Proposals for more rigid Federal regulation of broadcasting, he said, "should be looked upon with a high degree of skepticism."

McConaughy did, however, caution broadcasting executives against becoming careless in their own control of program content. Noting recent criticism of poor taste and immorality on radio and tv programs, he said he was confident the industry was taking steps to prevent repetition of this, and that if it did take such steps, "the spectre of Federal regulation of broadcasting will never seriously haunt you."

Criticizing the excessive number of recent Congressional investigations of the FCC, McConaughy reported that during the past session of Congress the Commission spent a total of 7,432 man hours of work preparing for, attending, and following up on Congressional hearings. "Efficiency

Para. Asked

(Continued from page 1)

company officials were not in attendance at the same meeting, the latter out of concern for possible legal complications. Balaban is now in Europe and is not expected back in New York before Sept. 24. Hence, his reply to Shor probably will not be made until after the date for the suggested meeting.

Shor's letter, conciliatory in tone, said in part:

"It is not our idea, as you seem to fear, that this preliminary conference should deal with the specific policies and practices of any particular company. Certainly it is not our purpose to push for measures that might be on the shady side of the law, since the exhibitors would be implicated as well as the film companies. If as a result of these initial discussions each group can gain a clearer understanding of the others' problems, and there is generated a mutual confidence and a desire to cooperate for the common good, then details can be left to later separate meetings such as you suggest."

Decries 'Pot-and-Kettle'

"You, in effect charge exhibitors with blindness to the problems of the producers and distributors and question whether, if that continues, any good can come of a conference. In this pot-and-kettle business we all must practice a degree of tolerance and I would certainly agree with you that no one branch has spent much time worrying about the perplexities of the other. One of Allied's reasons for proposing this meeting was to overcome this industry isolationism. Indeed, at our recent board meeting in Louisville, it was proposed by one of our directors and approved by the board that in the follow-up correspondence with the heads of the film companies should advocate that the scope of the meeting be enlarged to include distributor problems as well as exhibitor problems. In my judgment, it would be equally fatal to the conference if the representatives of the exhibitors willfully to reject the problems of the producer-distributors as it would be for the representatives of the latter to come to the meeting harboring ancient grudges and voicing complaints against exhibitor leaders for alleged chaotic conditions brought about by the action of the courts and force of law."

Says Whole Industry Would Gain

"For the foregoing reasons we have much hope that you will reconsider your decision not to participate in a general top-level conference such as Allied has proposed. In our opinion it would give the entire industry a lift if such a meeting could be scheduled for the week of September 24."

in government operations should not permit duplication in Congressional investigative hearings," he said, "because only the public suffers when an agency of government is required to spend thousands of man hours to answer duplicated queries."



BORN—a dynamic new TV network-NTA

The above picture, taken shortly after the actual birth of a baby, announces a mighty exciting and important event.

It's the birth of a healthy, sound, spirited new television network—the NTA Film Network.

As with most parents, it represents the fulfillment of a long-cherished dream. But unlike most new arrivals, this one already has an objective in life. In fact, it has two:

To provide better entertainment for the public...
and to offer a significant new marketplace for the advertiser.

Actually, its whole reason for being is a happy marriage between the two! You'll be hearing a good deal more about the NTA Film Network from now on. But meanwhile, wouldn't you agree that...

When the public gains...and the advertiser gains...and the station gains...the birth of the NTA Film Network is a decidedly blessed event for everyone?

4 good reasons for the 4 dimension network

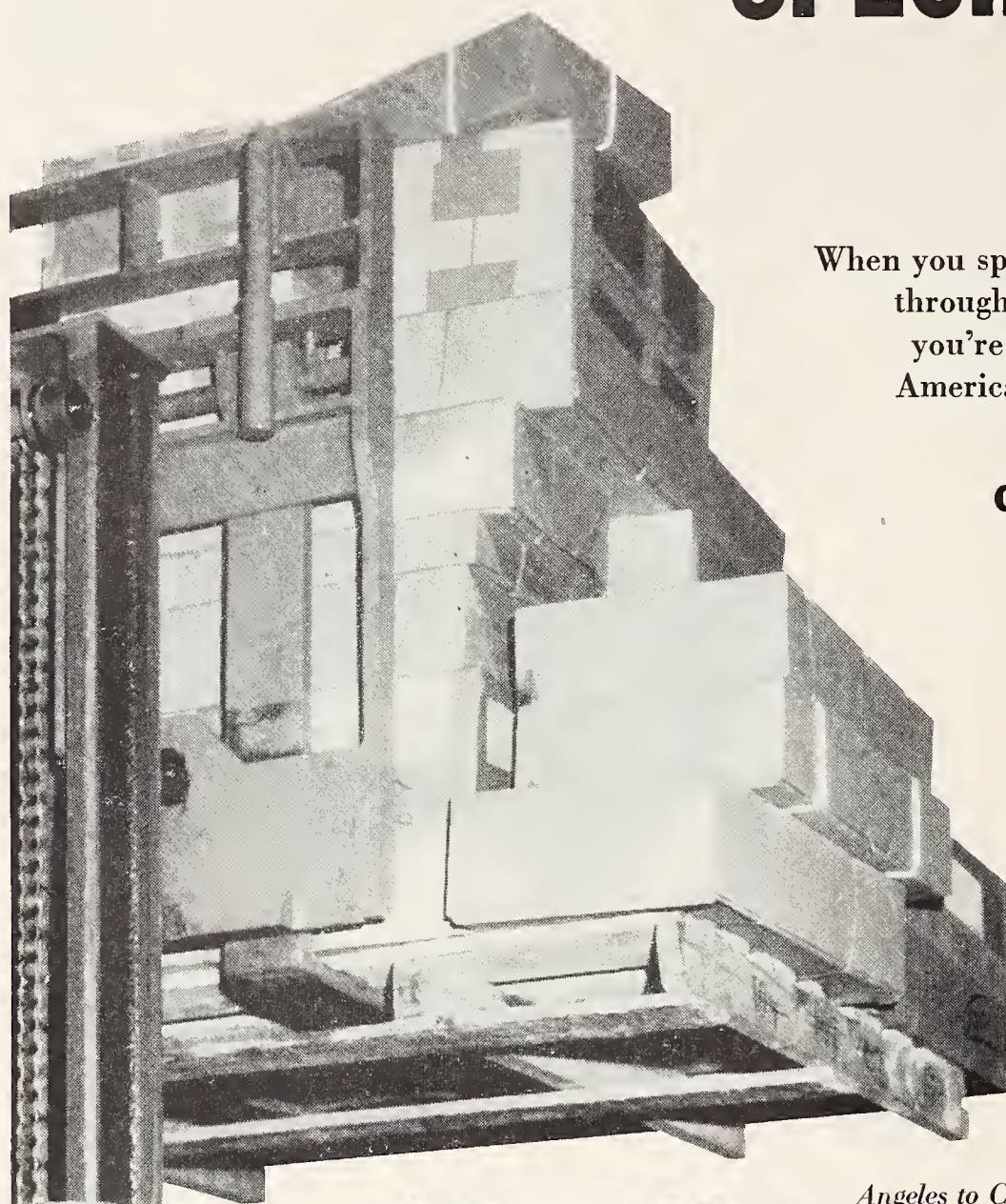
- ① **102 Stations Covering 82% of U.S. TV Homes.** They offer access to the nation's top markets...where 38,173,100 families live...in 28,143,500 TV homes...with about 214 billion dollars in buying power. To say the least, it's a vast market, with vast opportunities for the national advertiser.
- ② **At a Fantastically Low Cost Per Thousand.** If appalled by the high cost of TV advertising, the NTA Film Network is the answer. It offers enormous audiences at a remarkably low cost per thousand. Thanks to top talent far below the cost of the average TV show and no staggering coaxial cable costs.
- ③ **With the Greatest Flexibility in TV Network History.** No costly "must-buys"...buy what you want...when you want...where you want it. One contract for everything—time and program...no worry about time differentials. You get the prestige of network *plus* the flexibility of spot purchase.
- ④ **And Guaranteed Clearance of Time and Programming.** No waits or debates about station clearances. You can get the availabilities you want and need *now*...without standing in line. Whatever your present TV situation, look to the NTA Film Network—The Four Dimension TV Network!

For the full story, call, wire or write



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COVERAGE—direct one-carrier service to 25 of the top 30 retail markets . . . all 23 leading industrial states!

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MOTION PICTURE DAILY

80, NO. 53

NEW YORK, U. S. A., FRIDAY, SEPTEMBER 14, 1956

TEN CENTS

Gerald Poll

Note Steiger The No. 1 Star Of Tomorrow

Exhibitors Name Jeff Hunter As Runner-up

Rod Steiger has been voted the Number One Star of Tomorrow in the 1956 poll conducted by *Motion Picture Herald*.

The poll is taken throughout the country for the ten most likely prospects for stardom.

Jeff Hunter was runner-up to Rod Steiger. Other winners in the Top Ten were Natalie Wood, Dana

Reiter, Tim Hovey, Yul Brynner, George Nader, Joan Collins, Sheree North and Sal Mineo.

Steiger tasted his first success on the screen.

He Withholds Charges TV Hearings Open

The House Judiciary Committee reopened its investigation of monopoly practices in the television industry yesterday with testimony from representatives of major tv film producers.

Philip M. Cohn, vice-president and general manager of Screen Gems, aptly surprised Rep. Emmanuel Celler.

British Exhibitors Vote N Films for Television

From THE DAILY BUREAU
LONDON, Sept. 13 — The CEA General Council by a majority of four today rejected the proposed industry deal with the British Broadcasting Corp. for the controlled release of feature films for television. The Council passed a resolution (Continued on page 5)

To Win Investor Confidence

Film Securities Specialist Prescribes Industry Research

By SHERWIN KANE

The development of industry research might provide one answer to increased investor confidence in the motion picture industry, Gerald M. Loeb, partner in E. F. Hutton & Co., brokerage firm, and a specialist in amusement securities, believes.

Talk Rates for TV Film Talent

By WILLIAM R. WEAVER

HOLLYWOOD, Sept. 13. — Progress toward evolution of a formula for payments to guilds and unions which would facilitate the sale of post-1948 theatrical films to television is being made slowly and without publicity following a joint meeting late yesterday of the association of Motion Picture Producers and the Society of Independent Motion Picture Producers.

Although officials and producers attending the unannounced meeting authorized AMPP vice-president Charles Boren to contact talent guilds with respect to negotiations on such a formula, it is indicated that AMPP and SIMPP representatives will hold at least one more joint meeting, with additional parties attending, before specific negotiations are opened with guilds.

Whether the Independent Motion Picture Producers (Continued on page 6)

Asked to comment on the recent suggestion of Samuel Pinanski, president of American Theatres Corp., Boston, and a member of the governing body of COMPO, that an industry fiscal authority be established to explore means of increasing investor confidence in the industry, Loeb referred to the rewarding possibilities of research, at (Continued on page 5)



Gerald M. Loeb

MMPTA to Elect New Officers September 26

The membership of the Metropolitan Motion Picture Theatre Association will hold a biennial election of officers at the exhibitor organization's meeting at the Hotel St. Moritz here Sept. 26, it was reported yesterday. Emanuel Frisch, MMPTA president, (Continued on page 4)

See, 'Smell' and Enjoy Films

ScentoVision to Be Installed In Theatre in 9 Months, Ruskin Says

By LESTER DINOFF

ScentoVision, Inc., is currently negotiating with a major motion picture theatre here to have it install equipment which would "enable audiences to smell the aromas of selected subjects in pictures," according to Len Ruskin, president of the company, which held a private demonstration of its Swiss-developed process at the Warner Theatre here yesterday.

Ruskin, who said that a "top house here would have his ScentoVision equipment within nine months," said his company was also negotiating with a number of motion picture producers

so that the process could be used in their productions.

"The cost to a theatre to install ScentoVision is not very high," Ruskin said, adding that in some situations it would cost an exhibitor less for his equipment than it cost him to install (Continued on page 4)

On Roundtable

'U' Will Meet With Allied in Private Talks

Will Not Discuss Sales In Front of Competitors

Universal Pictures has notified Allied States Association that "it would be happy to sit down with any exhibitor or exhibitor leader to discuss common problems which pertain to the dealings between the company and its customers," according to a top Universal executive who declared that if such a meeting would be set up, "it would be held without any of our competitors being present."

This reply was forwarded to National Allied president Rube Shor in a letter yesterday in answer to the exhibition association's call for an industry roundtable discussion on motion picture problems. The complete contents of the letter were not disclosed, but it was indicated that the reply to Shor was along the same lines as that of the reply which Barney Balaban, president of Paramount Pictures, sent to National Allied.

The Universal executive said that (Continued on page 5)

MPEA Managers Ready For British Film Meet

The forthcoming Anglo-American talks will be of primary importance at a meeting of the foreign managers of the Motion Picture Export Association which will take place here on Wednesday.

Eric Johnston, MPEA president, will preside over the meeting.

Other topics which the foreign managers will discuss include tax problems (Continued on page 4)

'High Society' Nears \$1 Million Mark at Hall

M-G-M's "High Society" will hit the \$1,000,000 gross mark at Radio City Music Hall during its current week, the sixth week of the engagement. Up to 36 days of the run yesterday, the Sol C. Siegel production garnered better than \$925,000. On (Continued on page 4)

PERSONAL MENTION

RICHARD A. HARPER, M-G-M television executive, has returned to New York from the Coast.

EDWARD L. KINGSLEY, head of Kingsley International Pictures, will return to New York by plane today with Mrs. KINGSLEY following a five-week stay in Europe.

ROBERT ALDRICH, producer, returned to Hollywood yesterday from New York.

FREDERICK GRONICH, representative in Germany for the Motion Picture Export Association, will return to New York today.

IRENE CORBALLY KUHN, writer, radio commentator and foreign correspondent, has left New York for Europe.

PHYLLIS TERRY, British actress, will arrive in New York from London tomorrow via BOAC.

DAVE GERSTEIN has been elected vice-president of Olympic Radio and Television in charge of sales of government and industrial products.

WAYNE MORRIS has left New York for Europe via B.O.A.C.

Johnston to Testify

WASHINGTON, Sept. 13.—Motion Picture Association president Eric Johnston is scheduled to testify before a House Ways and Means subcommittee which is holding hearings later this month on foreign trade problems.

Johnston, who has been a leading advocate of free trade and investment, is slated to appear Sept. 26.

'Bad Seed' Opens Big

Warner Brothers reports that "The Bad Seed," produced and directed by Mervyn LeRoy, grossed \$7,827 for its opening day at the Astor Theatre here. This take, said WB, exceeded that of the company's previous big-grossing pictures there, "East of Eden" and "Rebel Without a Cause."

Ga. Radio Permit Sought

ATLANTA, Sept. 13.—The Federal Communications Commission has received an application for a new radio station in Dublin, Ga., from S. J. Carswell, Thomaston, Ga., who seeks a permit for 250 watts on 1230 kilocycles, unlimited time.

Requirements for Drive-ins Eased in Revised N.Y. Code

Special to THE DAILY

ALBANY, Sept. 13.—Requirements for the construction and maintenance of drive-in theatres are eased in the revised draft of Code No. 36, on which the Board of Standards and Appeals will hold hearings next week in New York, Albany, Rochester and Buffalo.

The requirement that the screen be of "incombustible material" is eliminated as unnecessary. The present code also calls for the screen's supporting structure to be "of incombustible materials, or of heavy timber construction protected by an enclosure of incombustible materials."

Retained is the regulation that the screen and its supporting structure be designed to withstand a wind pressure of at least 25 pounds per square foot.

Ventilation Required

The revised code states that where cellulose acetate or safety film is used exclusively in an outdoor theatre, and the projection booth is separated from other occupied structures, ventilation shall be provided to exhaust a minimum 15 cubic feet of air per minute for each arc lamp housing and provide at least 8 air changes per hour for the projection room. Open doorways and windows may be used to furnish such ventilation.

Sprinklers are not required. The standards for fire extinguishers, their checking and their use by attendants, remain the same. Seats for spectators shall be provided only in areas where cars may not be driven.

New 'Sanitation' Provision

A new section has been inserted on "sanitary facilities." It provides that "Clean and adequate toilet rooms," properly designated for both sexes, shall be set up. Such rooms must be maintained "in proper repair and sanitary condition."

Public Assemblies Code 36 does not apply to New York City or to other cities having a bureau of buildings charged with enforcement of a code enacted by their legislative body.

Guild Films Acquires Lantz Cartoons for TV

Guild Films this week acquired 179 Walter Lantz cartoon films for its television program library, it was announced by R. R. Kaufman, president of Guild Films.

The acquisition brings the company's program library total to 1,500 films ranging in all categories from musicals to all-star westerns.

Marketing of the Walter Lantz shorts, said Kaufman, will follow the pattern used in the sale of the Looney Tunes cartoons, which set a station sales record of about \$500,000.

New Museum Series to Aid Film Transfer Fund

A new six-program film series for alternate Thursday evenings will begin Oct. 4, the Museum of Modern Art announced. The showings will consist of recent acquisitions to the museum film library's collection, including "Twentieth Century" (1934) with Carole Lombard and John Barrymore and "Seventh Heaven" (1927) starring Janet Gaynor and Charles Farrell.

Proceeds from the programs will go towards the transfer of the most important works in the art library's film collection from perishable nitrate stock to safety film.

'Giant' Premiere to Aid Muscular Dystrophy Unit

Proceeds from the world premiere of George Stevens' "Giant" at the Roxy Theatre Oct. 10 will go to the Muscular Dystrophy Association of America, Inc., Warner Brothers Pictures announced.

Receipts from the benefit performance will be used to support the research program of the muscular dystrophy association and to help establish clinics for the association's chapters.

Library Has Exhibit

An exhibition of theatrical history from 1673 to 1956 will highlight the celebration of the 25th anniversary of the founding of the New York Public Library's Theatre Collection.

A pictorial and literary record of the entire entertainment industry including drama, motion pictures, magic and tv, will be shown in the main lobby of the Fifth Avenue building. Miss Lillian Gish and Miss Cornelia Otis Skinner have been invited to participate in opening ceremonies Sept. 27.

'Bus Stop' \$1,785,968

Twentieth Century-Fox's "Bus Stop" has grossed \$1,785,968 in 83 first domestic and Canadian engagements, and "is to also doing very well in small town situations and holdovers," the company announced yesterday. The picture, in the same number of playdates, is running \$300,000 ahead of "The Man In The Gray Flannel Suit."

NEWS ROUNDUP

Three Playdates for 'Attack'

United Artists has scheduled three key playdates for the Associates and Aldrich drama of World War "Attack!", which will have its premiere in New York at the Mayfair Theatre on Wednesday. The next day the film will open at the Rivier Theatre, St. Paul, on Sept. 21 at the State Theatre, Minneapolis, and the 26th at the Viking Theatre, Philadelphia.

'Harold' to Be Animated

David Piel, film and tv producer of Philadelphia, will animate Crockett Johnson's "Harold and the Purple Crayon" as the first in a planned series. The film will be done in color for wide-screen viewing and will be released early in 1957. Norman Ross will be narrator. Distribution deals are still under consideration.

Baltimore Bow for 'Unknown'

Civic officials of Baltimore, meeting there with Air Force leaders, completed plans for the world premiere of Warner Brothers' "Toward the Unknown," a Toluca production which will be shown for the first time at the Stanley Theatre in the city on Sept. 25. William Holden, star of the film, will be presented in citation as a feature of the opening ceremonies.

Australian TV News

Movietone News will supply a newsreel service to the Australian Broadcasting Company, Amalgamated Television Services Pty., Ltd. of Sydney and General Television Corporation of Melbourne, it is announced by Sid Albright, 20th Century-Fox managing director.

Jacksonville Branch for Kay

Kay Film Exchanges, Atlanta, has opened a branch in Jacksonville, Fla. it has been announced by Ike Katzev, president.

NEW YORK THEATRES

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Rockefeller Center		
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CROSBY • KELLY • SINATRA		
in "HIGH SOCIETY"		
in VistaVision and Color		
An M-G-M Picture		
and SPECTACULAR STAGE PRESENTATION		

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The Hottest Box-Office Combination
on the Screen!

BURT LANCASTER AVA GARDNER

MARK HELLINGER presents

Ernest Hemingway's

The **KILLERS**

with EDMOND O'BRIEN • ALBERT DEKKER • SAM LEVENE

Screenplay by ANTHONY VEILLER • From the story by ERNEST HEMINGWAY

Produced by MARK HELLINGER

Directed by

ROBERT SIODMAK



A
UNIVERSAL-
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RE-RELEASE
FOR
EXCLUSIVE
SHOWING
IN MOTION
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THEATRES!



2nd GREAT HIT!

EXCITEMENT RIPS THE NIGHT!

THE

SLEEPING CITY

STARRING

RICHARD CONTE • COLEEN GRAY

and **ALEX NICOL** • Directed by GEORGE SHERMAN • Story and Screenplay by JO EISINGER • Produced by LEONARD GOLDSTEIN

A Universal-International Re-Release



Landlord Sues On Theatre's Trust Claim

From THE DAILY Bureau

WASHINGTON, Sept. 13.—The Supreme Court has been asked to rule that a non-operating percentage lease landlord has the right to sue for damages under the anti-trust laws when he feels he is injured by an illegal business conspiracy involving his tenant.

The request came from the Melrose Realty Co. of Philadelphia. It is appealing from decisions of the Philadelphia District Court and the Third Court of Appeals holding that such a landlord cannot bring Clayton Act damages suits because he is not "a person injured in his business or property" within the meaning of the Clayton Act.

Owens Warner Theatre

Melrose owns what used to be the Yorktown and is now the Warner Theatre in northern Philadelphia. It leased the theatre to Warners for a fixed minimum plus a percentage of the gross receipts. Sometime later, the distributors were sued by the Glen-Rose Theatre, a competitor of the Warner, and agreed to give the Glen-Rose day and date booking with the Warner.

Melrose claims this was an illegal conspiracy that reduced the Warner's receipts and thus reduced Melrose's rental receipts. It sued the major distributors, Warner theatres, and the Glen-Rose, but the lower courts threw out the suit on the ground that non-operating percentage lease landlords had no status to sue for damages under the Clayton Act. The courts never ruled whether or not there had been an illegal conspiracy.

Calls Arrangement Common

In appealing to the high court, Melrose argued that this type of lease arrangement is common in the motion picture industry and that the lower courts' decision in this case conflicts with rulings of other courts in other cases.

In one of two other new cases, the court has been asked to overturn a lower court decision dismissing a stockholder suit against Warner Brothers Pictures Corp.

The suit was brought by Edward S. Birn, who challenged a contract negotiated between Warner Brothers and United States Pictures, Inc., owned by Milton Sperling, Harry Warner's son-in-law. A California court found there had been no bad faith or fraud in the deal.

Jesse L. Lasky Appealing

In the second new case, Bessie and Jesse L. Lasky are fighting an Internal Revenue Service ruling that they owe an additional \$450,000 in 1943 taxes. The service wants to tax as ordinary income rather than capital gains the money they received from

REVIEW:

The Gamma People

Columbia-Warwick

MIX THE fantastic ingredients of gamma rays and their ability to transform human beings into intellectual geniuses or morons with the devil-may-care attitudes of an American reporter and a British photographer and you have this fiction story meant to stir the audience's imagination. It is far-fetched, but it holds interest as it develops various elements of suspense.

Paul Douglas is cast as the reporter seeking to free himself from a tiny state in Europe which has Leslie Phillips, the photographer, and himself as prisoners. Eva Bartok plays the heroine of the story which tones down romance to increase suspense.

Fantasyland in this Warwick Film Production released by Columbia is the small State of Gudavia, invisible on the European map but quite real to Douglas and Phillips, who stumble on it during their travels. One minute they are riding in a Salzburg-bound train and the next minute the train halts, minus engine and other cars, in the capital of Gudavia.

There, cast in prison as spies but later released, Douglas and Phillips meet a dogmatic scientist (Walter Rilla) who is head of the state and uses gamma rays to turn children into geniuses. At times, however, the process has failed, resulting in the creation of robot-like morons, who serve as the scientist's henchmen.

Miss Bartok, one of the scientist's workers, wants to destroy the regime and calls upon Douglas and Phillips for help. All three manage to destroy the gamma ray equipment and flee the scientist's castle before it burns to the ground. They leave Gudavia the next day as the people celebrate their freedom from "The Gamma People."

John Gilling directed and John Gossage produced the screenplay based on an original novel by Louis Pollock. Mood music composed and directed by George Melachrino enhances the film's appeal. Running time, 79 minutes. General classification. Release date, not set.

20th-Fox to Sign Up British Independents

From THE DAILY Bureau

LONDON, Sept. 13.—Buddy Adler, 20th Century-Fox executive producer, here to see a rough cut of "Anastasia" outlined for the press the company's plans to produce 30 pictures in 1957 plus ten to be made here. He said that the announcement of the signing of two top independent British producers was to be expected by the end of the month. Adler flies back to Hollywood Saturday.

United Artists for their contract with Warner Brothers Pictures for part of the earnings and profits of "Sergeant York." The case involves a legal dispute as to whether the tax court has the right to reconsider an initial decision.

Wausau Case Considered

In still another development, attorneys for major distributors told the court that Wisconsin courts and the Seventh Circuit Court of Appeals were right in applying a two-year time limit to an anti-trust suit by Sheldon M. Grengs, Wausau exhibitor. He has appealed to the high court, arguing that under Wisconsin law a six-year time limit should have been used.

The distributors argued that not only is the two-year time limit right, but the significance of the entire matter is "greatly diminished" by the recent enactment of a uniform Federal four year time limit on private anti-trust suits.

M.M.P.T.A.

(Continued from page 1)

was said to be not available as a candidate for reelection.

Among other matters on the agenda of the MMPTA meeting, it was said, were discussions concerning the elimination of the five per cent New York City tax on admissions and the local exhibitors' campaign to have that impost removed.

MPEA Managers

(Continued from page 1)

lems in Colombia and the Philippine situation.

Fayette M. Allport, MPEA representative in Great Britain, will attend the meeting in preparation for the Anglo-American negotiations which will open in Washington on Sept. 24. Fred Gronich, MPEA representative in Germany, will also attend the meeting.

TV Set Output Drops

WASHINGTON, Sept. 13.—Wide-spread vacations cut back television set production in July, the Radio-Electronics-Television Manufacturers Association reported. It said 336,931 sets were produced in July, compared with 553,025 sets in June of this year and 344,295 sets in July of last year. Production for the first seven months of this year was put at 3,752,133 sets, compared with 4,173,088 sets for the like 1955 period.

ScentoVision

(Continued from page 1)

the latest and best in motion picture screens. "The equipment would be sold outright to the theatre, but would be leased under long-term agreements," he said.

The ScentoVision president said that his company's process "is new. It was developed 25 years ago by a Swiss engineer-chemist, Hans Laube. It was originally planned for use in conjunction with closed-circuit television, but it could also be used in motion pictures, especially with special effects films, processes such as Cinerama, Todd-AO and CinemaScope."

Ruskin conducted yesterday's demonstration of the ScentoVision

A prominent circuit executive commenting on the commercial possibilities of ScentoVision in motion picture theatres, stated that this Swiss developed process "is a one-shot thing." It was pointed out that the cost involved for installing the ScentoVision equipment "was a distinct disadvantage."

process, which included a 16mm film and the initial equipment. The eight-and-one-half minute film was highlighted by 17 aromas—fresh cut roses and other flowers, wood shavings, new mown hay and grass, salami and cheese, cut lemons, oranges, bananas and a child eating peaches, the clinic odor in hospitals, French perfume, chocolate and coffee, the smell of circus, and the incense smell of churches.

In explaining how the ScentoVision process works, Ruskin said that "an audio beep is put on the print of the film which dictates the length of the aroma for a specified number of frames. The aroma of the subject matter is ejected from a special tubin attached to the back of the theatre seats and envelopes 'a viewer and smellier' around the chest and head only; if you are standing or walking in the aisle of the theatre you can not smell it."

He said, "The odors are chemically mixed and are put in small canisters in the ScentoVision aroma dispenser. There is no overlapping of aromas and each aroma is dissipated before a new one is ejected."

'High Society'

(Continued from page 1)

Sept. 27, another M-G-M film, "Tea and Sympathy," will supplant the current tenant. Still a third picture "Teahouse of the August Moon," will play the house before the end of the year, this film to follow "Friendly Persuasion," which is slated to succeed "Tea and Sympathy."

New Screen at 58th St.

The newest development in motion picture screens, the Vicra-Lite Lenticular Screen, is being installed at the RKO 58th Street Theatre and will be ready Sept. 19 when "The King and I" in CinemaScope 55 opens.

Film Stars Shy on Film Investments

"As an adviser to many people in the entertainment world," said Ger-
M. Loeb of E. F. Hutton & Co.,
has always surprised me to have
motion picture stars in particular
give me a power of attorney to buy
anything I want for them 'except mo-
tion picture shares.' I have often
wondered why.
"Many film company executives
own large amounts of stock in their
companies. But the stars don't seem
to feel the same way as far as quoted
movie shares are concerned."

You'll Meet

(Continued from page 1)

"company has not changed its
concern about the industry and the
problems affecting itself and its cus-
tomers. We have repeated our wil-
lingness to meet with our customers
on an individual basis on Universal
problems." Milton Rackmil, president
of Universal, issued this statement
initially last year when both Allied
Theatre Owners of America
sought a roundtable conference be-
tween exhibition leaders and the
company presidents and their sales
men.

"A meeting such as proposed by
National Allied again is one of great
generalization and it would do no
good," the Universal executive stated.

Third Reply Sent

The Universal reply to National Al-
lied is the third which the exhibitor
group has received, according to a
list of the producer-distributor com-
panies here. Paramount has indicated
its willingness to meet "on an indi-
vidual basis" and Steve Broidy, pres-
ident of Allied Artists Pictures, has
gone along with this stand, it was
reported. Broidy's reply to Shor was
dated to have been given in late Au-
gust.

United Artists' sales executives said
that Shor has been told of that com-
pany's willingness to meet with them,
but "on an individual basis." William
Heinemann, vice-president in charge
of distribution, announced this in
MOTION PICTURE DAILY last Aug. 2.
The other motion picture com-
panies were found to be still "con-
sidering" Shor's letter calling for an
industry roundtable discussion. Twen-
ty-first Century-Fox, Loew's Inc., RKO
Radio Pictures, Columbia Pictures,
Republic Pictures and Warner
others reported that "this matter
under discussion between the pres-
ent and his sales executives."

British Exhibitors Vote

(Continued from page 1)

that present negotiations with the
B.O.A.C. cease and that the CEA should
adhere to its present policy," namely,
to boycott any producer trading with
television and under no circumstances
to book any film screened on tele-
vision.

Industry Research Prescribed

(Continued from page 1)

the same time suggesting that the
industry has, perhaps, neglected this
phase of its development.

Loeb pointed out that investors like
so-called "growth stocks, stocks that
increase their earnings, dividends,
their financial strength, their market
price. Some do it from within," he
pointed out, "some from without,
some both ways, some either way.
The motion picture industry has suf-
fered from without, so to speak, be-
cause attendance has fallen off due
to television. However, with few ex-
ceptions, the industry has not grown
from within to offset these losses.

Cites Specific Case

"Growing from within means
spending money for research that de-
velops new products or new ways of
winning sales from others," he con-
tinued. "I don't know whether it is
true or not, but I was told that a
certain motion picture company with
a gross revenue of over \$150 million
for many years, in one year was sup-
posed to have spent less than \$50,000
for research.

"In industrial fields research ex-
penditures will run up to some fancy
percentages of gross revenues, some-
times even as high as seven to 10 per
cent. Now research in the motion
picture field would include Cinerama,
CinemaScope and VistaVision, which
increased box office revenues. Years
ago, research included 'talking pic-
tures,' introduced by Warners, and
of course, color pictures. However,
there is another kind of research out-
side of technical research.

Sees Many Fields Fertile

"This might involve new types of
pictures, new directors, new stars,
new writers. It certainly involves new
methods of exhibition and new thea-
tre forms."

Loeb mentioned a theatre front
which caught his eye on his recent
annual visit to Hollywood, asserting
it was so inviting it could easily "sell"
a passerby who had no previous in-
terest in visiting the theatre.

"Merchandising companies," he
said, "spend fortunes on store design
to increase sales and pull in more
customers. Movie theatre fronts are
just as important. Movie theatre in-
teriors are important, too, because
when you get someone in the theatre
you want to please him and have
him come back.

Wants It Intelligently Directed

"I am a stock broker and I don't
know the answer to what research
can bring to the industry, but intel-
ligently directed in a creative way,
I am sure it can get the movie busi-
ness an increasing percentage of the
entertainment dollar."

Loeb regards the future of motion
pictures favorably. He believes the
trend is toward fewer working hours,
daily and weekly, and that the mo-
tion picture theatre is sure to get
its share of the increased spending
for entertainment as the public's lei-

sure time increases. However, he is
less satisfied with other aspects of
the industry today.

The sale of film backlogs to tele-
vision, for example, runs counter to
what might be expected of an in-
dustry created and sustained by
"genius," or creative efforts. He
called it "living off of old fat."

"It contributes nothing to the ad-
vancement of the industry. In fact,
it contributes more to the competitor
of the motion picture that buys the
old films," Loeb observed.

Suggests Remakes

Asked what the alternative to such
sales is, Loeb suggested remaking the
old films. "Cecil DeMille didn't sell
his 'Ten Commandments' to televi-
sion. He remade it, thereby creating
something for and contributing some-
thing to the industry."

However, he thinks the production
policy of the larger studios in making
fewer and better pictures is sound,
"because the type of pictures that no
longer are being made by some stu-
dios can be seen on television without
charge. The public won't pay for the
same thing at theatres."

But the producer's aim, Loeb said,
"should be for quality, not simply an
expensive production."

"I don't believe that 'spectaculars'
in the movies or on tv are good just
because they are big or cost a lot.
Some of the most boring hours on
television have resulted from some
of the most expensive spectaculars.
And we can all think of titles of some
excellent black-and-white films made
for modest budgets.

Considers Quality Most Vital

"The producer should strive for
quality films, which means quality in
story, direction, photography and act-
ing, and not grinding out pictures to
meet a big quota.

"This probably would mean more
pictures produced than Hollywood
is making now, and fewer pictures
than the exhibitors want made. Re-
search comes into it because some of
the additional films will be experi-
mental."

Loeb said he feels that, since thea-
tre divorce was decreed for the
industry, exhibition has not been
carrying its fair share of the industry's
load."

Decries Bad Projection

This impression was confirmed on
his recent coast-to-coast tour, he said,
during which he encountered several
glaringly bad examples of projection
of fine, new films in the large screen
techniques, of bad sound reproduc-
tion and amplification in theatres, of
poor housekeeping and unattractive
fronts and advertising.

"Bad exhibition," he remarked, "is
what killed 3-D films. There is still
interest in and a market for stereos-
copic films, but the public won't buy
until theatres are capable and ac-
customed to projecting them per-
fectly."

REVIEW:

Yang Kwei Fei

Daiei-Buena Vista

A pictorially handsome but other-
wise somewhat ponderous film is
"Yang Kwei Fei," ("Most Noble
Lady") a Daiei Production in Eastman
Color distributed by Buena Vista Film
Distributing Co., Inc. The feudal cus-
toms and colorful splendor of the
Eighth Century, this time of China,
are explored intensively in rich-hued
Eastman Color, and the photography
of Kohei Sugiyama and sets of Hiroshi
Mizutani are wondrous in the effects
achieved. The plot, however, is old-
fashioned to American audiences, and
it proceeds with a funereal slowness.

The acting of Machiko Kyo, who
has been seen here in previous Daiei
productions, and Masayuki Mori, is
creditable. The simple story tells of a
poor kitchen maid who rises to be-
come the favorite of the Emperor.
Her personal sincerity and innocence
in a court rife with intrigue, and the
rapacity of her relatives, who have
risen with her in the emperor's favor,
conspire to effect her undoing, and
she is finally killed by the Emperor's
subjects. He mourns her many years
and finally, as an old man, joins her
in death.

Kenji Mizoguchi's direction keeps
pace with the slowness of the screen-
play of To Chin, Matsutaro Kawa-
guchi, Yoshikata Yoda and Masashige
Narisawa. There is some interesting
oriental music by Fumio Hayasaka.
Masaichi Nagata and Run Run Shaw
produced.

Running time, 90 minutes. General
classification. For September release.
L. J. Q.

To Distribute 'Giovanni'

Festival Productions, Inc., a new
producing and distribution organiza-
tion, has announced it will act as dis-
tributing agents in the United States
and Western Hemisphere for Harmony
Films, Ltd. The first release will be
"Don Giovanni," filmed in Eastman
color, according to Capt. I. R. Max-
well, president of Festival.

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PEOPLE

James A. Mulvey, president of Samuel Goldwyn Productions, is serving as chairman of the motion picture division for the Visiting Nurse Service of New York 1956 fund raising campaign. The drive, opening Oct. 8, is seeking \$430,000 in support of the free home nursing care provided by this 63-year-old agency in Manhattan, Bronx and Queens.

Otto Preminger has named the Leslie Frewin Organization, Ltd., of London as special publicity representative in England and the Continent for his forthcoming production of "Saint Joan." The film will go before the cameras in England next December for United Artists release.

William J. Figueroa, head of the RKO studios insurance department since 1953, has been named assistant to Raymond A. Klune, RKO executive manager of studio operations. Prior to coming to RKO in 1951, Figueroa was purchasing agent for General Service Studio, associating himself with that concern in 1945.

Arthur J. Costigan has been elected vice-president of the radio-marine department, RCA Communications, Inc.

Ralph Cohn

(Continued from page 1)

Celler (D., N. Y.), committee chairman, by refusing to rephrase criticism of tv network policies, made to the FCC at an earlier hearing by Cohn, into formal charges for the record of this meeting.

Cohn said that he would prefer that his earlier remarks be considered "suggestions" rather than official charges. He said also that perhaps the FCC was partly at fault for any monopolistic development by not licensing more tv stations to facilitate competition, or by not decreasing the option time permitted the networks for the prime evening hours.

Most of the testimony concerned itself with furnishing the judiciary committee with background information on how the tv film producers operate and explaining their relationships with the tv networks.

Present at the hearing with Cohn were John L. Sinn, president of Ziv Television Programs; Harold H. Hackett, president of Official Films, and Michael M. Sillerman, executive vice-president of Television Programs of America.

The investigation will continue this morning in the Federal Courthouse. Victor Hansen, assistant attorney general of the anti-trust division of the Department of Justice, is scheduled as the first witness. The hearings will continue until Sept. 26.

E. J. Hinge to Represent British at TOA Meet

From THE DAILY Bureau

LONDON, Sept. 13.—The General Council of the CEA today nominated Edward Joseph Hinge to represent the association at the TOA convention in New York next week. The Council said, "The most useful contribution our representative can make is to encourage American exhibitors to back British films." Hinge, a past president of the CEA and now its honorary treasurer, is known as one of the Association's most skillful negotiators.

Steiger No. 1

(Continued from page 1)

television where he created the famous role of "Marty." Although he made his film debut some years ago, it was "On the Waterfront" in 1954 which actually started his Hollywood career moving. He is currently on screens in "The Harder They Fall," "Jubal" and "Back From Eternity."

Hunter made his picture debut in 1950, but it wasn't until this year he really created a stir among the fans. A total of four of his films are in release now including "A Kiss Before Dying," "The Great Locomotive Chase," "The Proud Ones" and "The Searchers."

The "Stars of Tomorrow" poll, which has been conducted since 1941, has been remarkably successful in pinpointing future stars, considering the ephemeral quality of stardom. Some of the top names chosen in previous polls are: Rita Hayworth, Van Heflin, Jane Wyman, Alan Ladd, Donna Reed, Donald O'Connor, Anne Baxter, Van Johnson, Gene Kelly, June Allyson, Jeanne Crain, Yvonne DeCarlo, Robert Mitchum, Elizabeth Taylor, Cyd Charisse, Robert Ryan, Eleanor Parker, Doris Day, Montgomery Clift, Kirk Douglas, Martin and Lewis, William Holden, Marilyn Monroe, Rock Hudson, Tony Curtis, Audrey Hepburn, Grace Kelly, Kim Novak and Ernest Borgnine.

TV Film Talent

(Continued from page 1)

Picture Producers Association was represented at Wednesday's meeting could not be verified immediately, but its members will have voice in whatever determinations are arrived at ultimately.

Organizations expected to be approached by producers for uniform participation terms under which post-cutoff date features can be sold to television in manner acceptable to all parties interested are Screen Actors Guild, Screen Directors Guild and the Screen Writers Guild, probably in that order, with the American Federation of Musicians and the IATSE possibly dealt with on somewhat different basis.

Guild officials canvassed today said no concrete proposals have been made

Anglo-Italian Talks Slated

By PETER BURNUP

LONDON, Sept. 11 (By Air Mail)—BFPA president John Davis, thony Havelock-Allen and Sir Henry French will leave for Rome next day for talks with A.N.I.C.A. which it is hoped, may lead to an Anglo-Italian agreement in line with recently negotiated by M.P.E.A.

The talks are expected to revolve around the present agreement which the Italian dubbing tax on British films is conditioned on a relative to the extent of exhibitors' Italian films here. Sir Henry French describes the talks as "very important." But he also expects them to be extremely tough. The Italian seem to be asking for a lot," Sir Henry says, "and I would not like to prophesy the outcome one way or another."

Want U. K. Distribution

It is understood that the Italians propose increasing their tax of £2,100 per film to £3,300 (\$9,000) but are disposed substantially to reduce the tax if what they call a reasonable distribution of their films is guaranteed here.

Advices from unofficial television sources suggest that ANICA is now imposing a virtual ban on the screening of British films in Italy unless acceptable *quid pro quo* is accepted for their own pictures here. For the time being the suggested £3,300 tax will amount to.

It is difficult to see how the circuits—Rank, ABC and a select others—could be asked to book Italian films virtually unseen in order to get the product into Italy of production entirely unaffiliated with their respective groups.

The well-known emollient influence of Sir Henry French's diplomacy that of his colleagues will be demanded in full if they are to reach accord with their intransigent Italian counterparts.

'Oklahoma' Opens in New Boston Theatre

BOSTON, Sept. 13.—Todd "Oklahoma" was presented to a select audience of the press and industry last evening at the newly-renovated Saxon Theatre with representation from every circuit and exchange in attendance and many independent exhibitors. Mayor John B. Hynes was present to the audience from the stage managing director Samuel Richmond. He congratulated theatre owner Benjamin Sack for his expression of confidence in Boston.

to them, and no specific date suggested for beginning negotiations.

Consensus was that negotiations would find the path to a final agreement long and thorny, but not doubted that an agreement will be reached eventually.



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TEN CENTS

EDITORIAL

Third Anniversary of CinemaScope

By Sherwin Kane

WITH more than 37,000 CinemaScope installations worldwide as the 20th Century-Fox wide screen technique passes its third anniversary, the medium is firmly established with the trade and the screen audience. And it continues to grow—and develop. The development plans include ambitious new productions in the advanced technique of CinemaScope 55, some of which, in time, will be released as well as photographed in 55mm.

This is the type of progress that results from research and experimentation within the industry. It is a type of activity which in the opinion of investment circles perpetuates the industry's reputation for creative work, for development and expansion which attract and hold the interest and confidence of investors. Such was the thought advanced by Gerald M. Loeb, prominent amusement securities specialist, in an interview published in MOTION PICTURE DAILY on Friday. It was cited as an example of how the industry might continue to profit by setting up its own research program or by greatly increased research activities on the part of individual companies. Loeb feels that it would be a start toward the realization of a program to restore investor confidence in the industry along the lines recently suggested by Samuel Pinanski.

There are indeed other outstanding recent examples of fortunate results of the kind from research and experimentation by other producer-distributors and exhibitors. But on this third anniversary of CinemaScope it is fitting to single it out along with those whose foresight made it possible, for special commendation.

It stands as proof of the value of research, and in addition to its own contributions to industry wellbeing, its success will surely serve to inspire and encourage other creative endeavors.

Televisión Today

IN THIS ISSUE

PAGE 5

- ▶ The program plans for the new season are studied—and it looks like a bright and lively Autumn on Television.
- ▶ RCA-NBC gets behind color for another big push.
- ▶ Spotlighting the News in Television Today.

'U' Earnings \$3,284,933

Universal Pictures Co., Inc., and its subsidiary companies have reported earnings of \$3,248,933 for the 39 weeks ending July 28. This is after providing \$2,390,000 for federal taxes.

Included in the figure are extra earnings—principally from the outright sales of all rights in old serials—of \$1,021,000, net of federal taxes at the long-term capital gain rate. After dividends on the preferred stock, these earnings are equivalent to \$3.32 per share on the 927,254 shares of common stock in the hands of the public at July 28.

For the thirty-nine weeks ending July 30, 1955, earnings were \$3,237,521 after providing \$3,125,000 for federal taxes on income. After dividends on the preferred stock, these earnings are equivalent to \$3.01 per share on the 1,018,664 shares of common stock outstanding in the hands of the public at July 30, 1955.

Hecht-Lancaster Names Golding Ad.-Pub. Head

From THE DAILY Bureau

HOLLYWOOD, Sept. 16.—David Golding, director of advertising and publicity for Samuel Goldwyn, Jr.,



David Golding

has been appointed vice-president in charge of advertising and publicity for the Hecht-Lancaster Companies, it was announced by Harold Hecht.

Golding, who is now in New York winding up the releasing campaign with United Artists on Goldwyn's "The Sharkfighters," will assume his new duties in early October.

Mike Hutner, who is director of advertising and publicity for Samuel Goldwyn, Jr., will continue his duties.

(Continued on page 2)

REVIEW:

THE OPPOSITE SEX

MGM—CinemaScope

PRODUCER Joe Pasternak's "The Opposite Sex" is a remake of Clare Booth's "The Women" with music. In the original play and film, shown in the late 30's, the distaffs were depicted in a most unflattering light—as, among other things, vain, fickle, catty, avaricious, and just plain no-good. Despite this—or perhaps because of it—the female patrons flocked to see it then, with their men in tow, and there are good reasons to believe they will do so in droves this time around.

For this new version of the comedy (as adapted by Fay and Michael)

(Continued on page 3)

At Hearings

TV 'Control' Said Parallel To Film Cos.

Hansen Cites U. S. Vs. Para. Suit 'Similarity'

A "striking similarity" between the tv industry structure and the pattern which caused the divorce of motion picture production and distribution interests was cited by Victor R. Hansen, assistant attorney general in charge of the anti-trust division of the Justice Department, before the House Judiciary Committee here on Friday, which is holding hearings on the broadcasting.

Hansen compared the film companies' "monopoly power by theatre control" with the tv networks' "dominance" based on present station control.

"The court found in 'The U.S. vs. Paramount Pictures et al,'" Hansen

(Continued on page 2)

Hit Lack of Exhibitor Interest in Film Fair

The seeming lack of interest on the part of both exhibitors and metropolitan film critics in the foreign film trade fair sponsored by Theatre Owners of America on the basis of attendance at the initial showings at the Museum of Modern Art here last week is cause for keen disappointment and some resentment on the part of those who sponsored the fair and contributed time and labor to it.

One estimate was that fewer than 25 exhibitors and only two or three

(Continued on page 2)

Robbins, Thompson, Levy in Producing Unit

William B. Levy, Harold Robbins, and Walter Thompson have announced formation of a new organization to produce feature motion pictures in New York. The firm is called Virgo Productions, Inc., and it is stated that the first production will be "Never Leave Me," with a screenplay

(Continued on page 2)

PERSONAL MENTION

ROBERT ALDRICH, producer-director, will arrive in New York today from the Coast.

ROBERT LANTZ, vice-president of Figaro, Inc., returned to New York from Hollywood over the weekend.

HARRY BRANDT, president of Brandt Theatres, has been named by **JAMES A. FARLEY** to be associate chairman of the first annual "Salute to Sports" dinner, to be held here on Sept. 25 at the Hotel Biltmore.

ROBERTO MARTINEZ Y RUBIO GOMEZ, head of Producciones Cub-Mex, S. S., Cuba, has arrived in New York from Havana.

JAMES PRINCE, overseas representative for **J. ARTHUR RANK**, returned to New York from London on Saturday via BOAC.

MAURICE E. SEGAL, of the Universal Pictures publicity staff, is the father of a girl born to **MRS. SEGAL** at Mt. Sinai Hospital.

ED GALLNER, M-G-M field representative in Philadelphia, was in New York on Friday from there.

BOB RICH, general sales manager of Associated Artists Productions, left Friday for a trip to the company's Western and Southwestern branches.

Golding Named

(Continued from page 1)

Goldwyn Productions will assume **Golding's** duties with Goldwyn, Jr., and his independent company.

Golding succeeds **Walter Seltzer** as the H-L advertising-publicity head. **Seltzer** resigned a short time ago to engage in film production, but from time to time, assisted H-L in its promotional activities.

Golding has been a member of the Goldwyn organization for the past five years. He previously was publicity director of 20th Century-Fox in New York, and in England was the American press representative for Goldwyn and the late **Sir Alexander Korda**.

Howco Promotes Lett

CHARLOTTE, N. C., Sept. 16.—**Scott Lett** has been elected a vice-president of Howco Exchanges at a meeting of the directors, according to an announcement by **Joy N. Houck** and **J. Francis White**, officials of the company, which operates exchanges in Atlanta, Charlotte, Jacksonville and Memphis. In addition, **Lett** will continue as general sales manager.

Committee Against 'Pay-TV' Will Study Ways To Fight Launching of the Medium in Canada

The campaign of opposition to subscription television will be furthered next week when the leaders of the Committee Against Pay-As-You-See Television will meet to discuss plans for fighting the medium's launching in Canada by Famous Players Canadian Corp., which has the Dominion rights to Telemeter.

Famous Players will file an application with and appear before the Canadian Broadcasting Corp., the governmental agency, on Friday to seek approval for the immediate start of Telemeter.

The committee, co-chaired by **Alfred Starr** and **Trueman Rembusch**, will discuss the Canadian situation and possibly offer Dominion theatremen, who are opposing toll-tv, assistance. It was learned that **Starr** and **Rembusch** may send a representative of the Committee Against Pay-As-You-See tv to Ottawa, where the hearing will take place, to oppose the FPC application.

Film Fair

(Continued from page 1)

metropolitan critics attended the first two screenings. The balance of the audience was non-professional, it was said.

Those close to the project feel that since it was undertaken to help exhibitors relieve the product shortage about which they have been so vocal for so long, exhibitor attendance, at least, should be better than it has been. The hope is expressed that with out-of-town exhibitors arriving in New York this week to attend the TOA convention, attendance will pick up at the last four showings starting tonight and ending Thursday night.

Disappointment also was expressed over the failure of New York newspaper and magazine critics to show. It was pointed out that even those who habitually express a preference in print, at least, for foreign films were not in attendance at either of last week's screenings.

'Idea a Good One,' Says Mayer

Arthur Mayer, foreign film importer and distributor, and one of those who helped with arrangements for the showings, was one who expressed hope that attendance would improve as TOA delegates arrived in New York.

"The idea is a good one," he said, "and these showings could be made important. Only pictures of exceptional standards should be selected and the film fair held only when a good selection of such pictures is available, not merely at convention time. Moreover, it is something the Motion Picture Export Association could profitably support, as well as some other industry organizations, in addition to TOA."

Everett Seymour, Sr.

ALBANY, Sept. 16.—Funeral services were held for **Everett Seymour, Sr.**, for many years commercial artist for Warner Theatres in the upstate zone, who died in St. Peter's Hospital at the age of 62.

Johnston to Receive Promotional Data

The advertising and publicity director's committee of the Motion Picture Association of America, following its completion of sub-committee reports, will this week present to **Eric Johnston**, MPAA president, a combined report on ways and means of bolstering the box office.

Johnston, who will receive the report from **Jerry Pickman**, vice-president of Paramount Pictures, and chairman of the advertising-publicity group, will study the data before presenting it to the MPAA board.

Most Committee Work Completed

The committee's report has been held up for a number of weeks by the sub-committee studying a proposal dealing with contests. The sub-committee's chairman, **Alfred Tamarin** of United Artists, had asked the company lawyers to study all aspects of this proposal. Other sub-committees of the advertising and publicity directors group had completed work on their specific assignments in early and mid-summer and had handed in their reports to **Pickman**.

Each sub-committee was studying different ideas to revitalize the box office, including merchandising, field tours, a Hollywood symposium, and an industry survey.

UA Sales Meet Begins In Detroit Area Today

DETROIT, Sept. 16.—A three-day sales meeting of the United Artists central district will get under way here tomorrow at the Sheraton-Cadillac Hotel with UA's general sales manager **James R. Velde** and **Milton E. Cohen**, eastern and southern division manager, presiding.

It will be the third of a series of district conferences set for September to spark United Artists' regional sales plans for the fall and winter.

Velde and **Cohen** have just completed a three-day meeting of the Southern District in New Orleans.

TV 'Control'

(Continued from page 1)

said, "that 'the five major film companies in 1945 had interests in over 17 per cent of the theatres in the country.' The court also found that 'in the 92 cities with populations over 100,000 at least 70 per cent of all the first-run theatres are affiliated with one or more of the five majors.'"

TV networks' control over the nation's tv stations "dwarfs the major power over theatres condemned in 'Paramount,'" he said.

"As of nine days ago our evidence indicated there were 366 VHF tv stations and 91 UHF stations—or a total of 457 commercial tv stations in the country. About 35 are independent stations with no network affiliation. From these statistics, it seems clear the networks own or are affiliated with more than 90 per cent of the tv stations in this country."

The three major tv networks, he added, conceded that the service area of their owned tv stations included about 20 per cent of the country's population each.

Sees Long Road for Probe

"If our investigation does find anything illegal in tv network policies," **Hansen** said, "the department will immediately bring suit. That is the usual practice." However, he said, it will be between one and two years before the investigation is completed.

Hansen also said that the Justice Department had received strong complaints from certain tv film producers whom he did not identify, against "monopolistic tendencies" on the part of the tv networks.

Representatives from the film producers testified on Thursday. At that session they expressed their remarks as "suggestions" rather than formal complaints.

The subcommittee will meet again this morning.

New Production Unit

(Continued from page 1)

by **Robbins** and **Leonard Kantor**, to be directed by **Stuart Heisler**.

Levy is president of the new group **Thompson**, vice-president in charge of production; and **Robbins**, executive vice-president. Also actively associated in the formation and operation of **Virgo** is **S. R. Kunkle**, film attorney and **Max Spivak**, also an attorney, who will be secretary of the firm.

Levy was for many years the worldwide sales supervisor of **Walt Disney Productions**. **Thompson** was formerly in charge of production for **Cinerama**, having produced and directed "Seven Wonders of the World" and "This Is Cinerama." He was previously with 20th Century-Fox and Universal International. **Robbins**, who was also with Universal, is well known as a novelist.

COMPO Meeting Sept. 25 Consider Program

A meeting of the membership, board of directors and executive committee of the Council of Motion Picture Organizations will be held Tuesday, September 25, at the Hotel Marlborough-Astor, it was announced earlier this week-end by Robert W. Coyne, COMPO special counsel, for consideration of COMPO's program for the ensuing year and other matters.

Coyne explained that the date was chosen because many of those invited to the meeting will be in town for the TOA convention, which will close the night before.

Guarantee to MPEA for Viet Nam, Turkey Films

From THE DAILY Bureau

WASHINGTON, Sept. 16.—The United States Information Agency agreed over the weekend to set up a convertibility guarantee program for American motion pictures distributed in Viet Nam and Turkey. Subject to the approval of the governments concerned, USIA will guarantee companies belonging to the Motion Picture Export Association convertibility of up to \$1,000,000 of their earnings in Viet Nam and \$600,000 of their earnings in Turkey.

The convertibility guarantee will run for one year from the date the contract is signed by each government. During this period the USIA guarantees that if the MPEA companies cannot convert their local currency earnings into dollars the U.S. Government will convert it for them up to the agreed amount.

The association will determine how many pictures each member company will send into the two countries and to what extent each company will be guaranteed convertibility. The companies will make their own arrangements for distribution in the two countries, either with local distributors or in some cases, by setting up their own subsidiary companies, USIA said.

Frederick Elliot Dies; Early Trade Executive

Frederick Howland Elliot, executive of two early motion picture trade associations and later a traffic safety expert, died Sept. 13 at St. Barnabas hospital, the Bronx. He was 79 years old.

Elliot was executive secretary of the National Association of the Motion Picture Industry, the trade organization headed by William A. Brady, which preceded the Motion Picture Producers and Distributors Association, headed by the late Will H. Hays. After the formation of the MPPDA in 1922, the old National Association became dormant and in 1925 Elliot became general manager of the Independent Motion Picture Association which was headed by I. E. Chadwick.

The Opposite Sex

CONTINUED FROM PAGE 1

Kanin) has quite a number of assets of which the 1939 film could not boast. For one thing it is in CinemaScope and Metrocolor, both of which serve to enhance the dazzling gowns the actresses wear and the lavish decor in which they parade them—from plush New York penthouses and nightclubs to a fancy ranch for divorcees in Reno. "The Opposite Sex," indeed, is as much a fashion show as it is a musical. The songs are not always integrated too well into the general flow of the story, but several of them have been given the kind of extravagant production values that always add to a film's boxoffice potential.

The cast of the film is star-studded, too, containing such popular and capable personalities as June Allyson, Joan Collins, Dolores Gray, Ann Sheridan, Ann Miller, Agnes Moorehead, Charlotte Greenwood, and Joan Blondell. Dressed to the hilt, most of them play their parts with great relish.

There remains only one more important change from the Booth original to consider, and that is that the men in the lives of the ladies actually appear on the screen this time whereas they were kept offstage before. Leslie Nielsen and Jeff Richards are the most prominent, and guest appearances are made in musical numbers by Harry James, Art Mooney, Dick Shawn and Jim Backus.

Like its predecessor, "The Opposite Sex" doesn't have much plot, what there is being concerned with the efforts of the leading ladies to keep their husbands or boy friends out of the clutches of other women. This is what they gossip about, bicker about and sometimes have a hair-pulling row about. Major attention is centered on Miss Allyson, as a comparatively decent and sympathetic character among the surrounding "cats," who loses her husband, played by Nielsen, due to the trickery of Miss Collins. To get him back the former has to learn to employ the bellicose tactics of her colleagues—which she does to amusing effect.

The predominance of Miss Allyson extends also to the musical numbers in the film, most of which fall her way. If a mere male may be permitted an objection, this one wishes Miss Gray or Miss Miller had been given at least one opportunity to sing and dance, respectively, which they usually do with distinction.

However, that probably won't bother the ladies in the audience. And "The Opposite Sex" is intended to be strictly their show.

Running time, 117 minutes. General classification. Release date, Oct. 26.

RICHARD GERTNER

Set 150 Oct. Openings For 'War and Peace'

In addition to six theatres in the East and Midwest which will open "War and Peace" this month, 150 others are now making ready for October openings of the Paramount release.

Paramount estimates that the combined circulation and listening audience figure for all publicity media featuring "War and Peace" is greater than the population figure for the entire United States.

SMPTE's Sarnoff Award To Shelby Posthumously

The David Sarnoff Gold Medal for 1956 has been awarded by the Society of Motion Picture and Television Engineers to the late Robert E. Shelby, who was vice-president and chief engineer of the National Broadcasting Company until his death in December last year. Presentation of the posthumous award will be made to Mrs. Shelby Oct. 9 during the Society's 80th convention at the Ambassador Hotel in Los Angeles.

The Sarnoff award was established in 1951 "to give recognition to recent technical contributions to the art of

Final Pre-Meet Slated On Convention Today

A final planning meeting of the executives staging the point conventions and trade shows of Theatre Owners of America, Theatre Equipment and Supply Manufacturers Association, Theatre Equipment Dealers Association, and Popcorn & Concessions Associations, will take place here today.

The joint conventions will open on Thursday at the New York City Coliseum, Hotel Statler and Waldorf Astoria Hotel, where social and business functions will be held.

TOA, meanwhile, has announced that as of last week, over 300 paid registrations have been received from its membership.

The exhibitor group also stated that the Cinema Owners Association of Israel has delegated Yeruham Wardimon, a theatre owner in Tel-Aviv, as that country's official delegate to the TOA international meeting.

television and to encourage the development of new techniques, new methods, and new equipment which hold promise for the continued improvement of television."

... NEWS ROUNDUP

Windsors on TV Sept. 28

The Duke and Duchess of Windsor will make their first appearance on live television on the evening of Sept. 28, when Edward R. Murrow visits them at their Waldorf Towers apartment as a feature of his "Person to Person" program on the Columbia network.

Five in October from UA

"Attack!" and "The Boss" head the roster of five releases set for October by William J. Heineman, United Artists vice-president in charge of distribution. Other films set for the month include "Man From Del Rio," "Flight to Hong Kong" and "Running Target."

'Lust for Life' Opens Today

The world premiere of M-G-M's "Lust for Life," starring Kirk Douglas in the role of Vincent van Gogh, takes place this evening at the Plaza Theatre. The entire proceeds of the premiere will go to the Student Fellowship Program of the Metropolitan Museum of Art.

Albany Paper Again Reviews

Industry leaders in Albany, N. Y., have welcomed the reappearance in "The Knickerbocker News" of local reviews. Despite a friendly attitude toward motion pictures, the Gannett daily had not regularly printed comments on bills at Fabian's Palace and Stanley Warner's Strand, for a year and a half. A synopsis of 100 words or less was run, instead, the day after shows opened at the two houses. Ormonde Plater is the new critic.

DeMille School Opened; Producer Lauds Films

Special to THE DAILY

LONG BEACH, Cal., Sept. 16.—Speaking here Friday at the dedicatory exercises attended by more than 5,000 at Cecil B. DeMille Junior High School, erected at Long Beach on 24 acres at a cost of \$1,750,000, DeMille said in part:

"I know full well that the naming of this school is not recognition of any personal merits of mine so much as it is recognition that motion pictures have come of age as an industry, an art, and educational force in American life and throughout the world.

"Motion pictures have become the greatest and most effective means of conveying thought from one mind to another, and that is what makes them so powerful and educational. They speak a universal language. They can tell the world its own history, and they can tell the human heart its own secrets."

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Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

Reaching Voters

Something considerably better than \$2,000,000 in television time has already been signed for by the Democratic and Republican parties in the campaign just now getting fully under way. The Senate Rules Committee on Privileges and Elections was looking into the whole matter of election campaign financing, and witnesses representative of the major networks and the NARTB disclosed facts and figures. It was all indicative of the fact that political leaders are well aware that television (and radio) forms one of the most valued methods of reaching prospective voters. It was no surprise to no one when Harold Flows, NARTB president, indicated the likelihood that 1956 expenditures in the TV direction would far exceed those of 1952, last Presidential election year.

Additions

Station K-SIX, Corpus Christi, Texas, is scheduled to join the CBS television network as an interconnected primary affiliate, effective about September 30, operating on Channel 10. President of K-SIX television, Inc., is Vann M. Kenney. Joining under the extended market plan, as a non-interconnected station, was WAGM-TV of Pasque Isle, Me.

Morning Movies

New York's WRCA-TV is moving also in the direction of more motion pictures, having started last week's First Feature, feature film presentations, Monday through Friday, 8:55 to 10 A.M., with Herb Seldon as host. The new program takes its place on the station with others of like kind as Evening Theatre, Cowboy Theatre, Continuous Performance, Eleventh Hour Theatre. This latest is for Mom, right after the kids take off for school.

More Film Use

More on the use and continuing spread of the motion picture as a prime program source comes in the form of an announcement from Donald H. McGannon, president of the Westinghouse Broadcasting Company, that his company has bought the entire Warner library of features through Associated

Artists Productions, for about \$1,000,000. Mr. McGannon pointed out that the library acquisition takes its place beside such as the RKO films, those of 20th Century-Fox, Selznick and the NTA package. Some of yesterday's fine films are included in the Warner library, and such little entertainers as Pop-eye and Bugs Bunny.

ABC Meeting

► The American Broadcasting Company's executive echelon dipped deeply into problems operational at a two-day meeting in New York early last week. Robert E. Kintner, president of ABC, opened the meeting, and one of the speakers addressing the executive phalanx was Leonard Goldenson, president of American Broadcasting-Paramount Theatres. Harold L. Morgan, vice-president and controller, presided at the sessions. In addition to home office executives, present were station heads from New York, Detroit, Chicago, Los Angeles and San Francisco.

Publicity Barrage

► A heavily concentrated publicity and exploitation program has been started by Screen Gems' publicity and exploitation departments. The purpose of the strong upbeat schedule is to insure a complete saturation of publicity for the Screen Gems' telefilm programs for the coming season. The emphasis of the campaign is being placed on Ford Theatre, which starts its fifth season by moving to ABC-TV October 3.

College Studio

► Pace College in New York is completing construction of a studio for the study of radio and television production. According to Irving Settel, assistant professor of marketing and television, the studio will be right royally equipped, including provision for production of live and "canned" radio and TV programs on a "closed" circuit. It will be utilized by students as part of a specialized course in radio and television to be offered by the college this Fall.

NARTB Convention

► The convention committee for the 1957 annual convention of the

National Association of Radio and Television Broadcasters has made preliminary plans for staging and programming the event, which will be held April 7-11 at the Conrad Hilton Hotel, Chicago. Under the format voted by the committee recently, radio and television broadcasters each will have an additional half-day for discussion of matters relating solely to their own media. This means the inauguration of concurrent radio and television meetings during part of the convention.

Question Period

► The Television Code presentation at the 1956 Regional Conferences of the National Association

of Radio and Television Broadcasters will feature an informal question and discussion period, according to the agenda released by Edward H. Bronson, NARTB director of television code affairs. The code portion of the program, which is scheduled for the first afternoon of each of the eight two-day conferences, will lead off with brief messages from Mr. Bronson and a member of the Code Review Board, who will explain recent interpretations and amendments to the Code and the extensive monitoring services. This will be followed by an open discussion of the code and its present administration. As an added feature, there will be shown

(Continued on page 6, col. 4)

In Our View

WITH the beginning of another, new season of entertainment, in all media, and especially in Television, it is of more interest than ever to assay the increasingly important place assumed in the scheme of television programming, by the existing motion picture. It was quite inevitable the television medium would eventually turn to that great, almost unlimited supply of entertainment to fill that practically insatiable maw of the electronic marvel.

It was equally inevitable that while the theatrical motion picture, as such, would hold out against the blandishments of television for some time, it could not hold out forever. Here was a ready-made source of product, for the most part of tried and proved entertainment value, and of far too great value to be overlooked in the hectic and endless battle of programming, which still is and always will be, the prime problem of television. Either through the utilization of existing motion pictures by television or through the use of motion pictures made for television exclusively, it is a fact that the medium of the motion picture is the basic source of television material.

Without for a moment minimizing the vital part played by live telecasts, of sports, news events and plays of all sorts in programming, it is nonetheless the fact that for the vast majority of television stations throughout the country, the strip of film is the only practicable mainstay of day-to-day programming.

As for the theatrical motion picture, this observer has said before, and repeats, that in its ability to offer large-scale, big screen full color entertainment in comfortable, out-of-the-house situations, it makes certain that its place in the modern entertainment spectrum is secure. There is room for both types.

—Charles S. Aaronson

RCA-NBC AND THE BIG COLOR PUSH



[Photos by TV Today]

Robert Sarnoff, NBC president, tells of increasing night color 500 per cent. The shows will be so great people will feel black-and-white is inadequate, says Mr. Sarnoff. That's the intent, at any rate.

Heiskell's "Life" is pushing color, advertisements.



COLOR no longer is in the future; it is here, every night of the week, NBC insists to everyone, and especially, the other evening, to dealers and their guests and newsmen in 120 cities. On a closed circuit and using its new color studio, New York's old Ziegfeld Theatre, it telecast 50 minutes of songs by Dinah Shore, Frank Wilson, Vaughn Monroe ("Vote for Color," "There's a New Day," and more), suitable choreography, and sales pitches not only by Robert Sarnoff, but by RCA's president, Frank Folsom, "Life's" Andrew Heiskell, some of the NBC and RCA-Whirlpool dynamic sales generals, and of course, Billie Burke.

THERE'S A BRIGHT NEW AUTUMN TV PROGRAM SEASON AHEAD

VINCENT CANBY

the National Broadcasting Company has its way, color will be the dominant factor in this budding Fall season. No less than 17 different series are going onto a regular color basis, an increase of 14 over the previous season. At CBS and ABC, meanwhile, the accent in Autumn programming will be on content rather than technological technique.

Last year, the American Broadcasting Company's schedule was in major part on film, though one of its most hopeful entries for this season will be the live Lawrence Welk's Top Tunes which will have its premiere Monday, October 8 in the 9:30-10:30 P.M., EDT spot. Mr. Welk's Saturday night show continues, of course. Also coming at ABC are "Broken Arrow," a new, half-hour Western film series produced by 20th Century-Fox, which gets under way Tuesday, September 25, 9-9:30 P.M.; Wire Service, a new series of hour-long films starring Mercedes McCambridge, Dane Clark and George Brent, Thursdays at 8 P.M. starting October 4; and "The Dick Van Dyke Show," the new general title in the revamped Warner Brothers Presents segment that alternates with Cheyenne, starting September 18.

Among the new CBS entries,

two of the most interesting new series will be the precedent-setting Playhouse 90, and the return of Jackie Gleason, live and with girls, gags and funny hat in a full-hour format. Playhouse 90, weekly 90-minute dramas, live and film—an undertaking only slightly less formidable than Albert McCleery's NBC operation, gets under way Thursday, October 4, at 9:30 P.M. Back to back with Climax, it will give the viewer two and one half hours of steady, adult drama.

The new Gleason show will have its premiere September 29 and will be seen every Saturday thereafter in the 8-9 P.M. spot. Other entries on the CBS schedule include Jeanne Carson's half-hour film series, Hey, Jeannie, already on the air; The Buccaneers, a half-hour series of swashbuckling films starting Saturday, September 22, at 7:30

P.M.; and Oh, Susanna, the new Gale Storm half-hour film series starting Saturday, September 29 at 9 P.M.

Among the new NBC entries, all of which are in color, are the Jack Webb-produced film series, Noah's Ark, concerning the adventures of a veterinarian, beginning Tuesday, September 18, 8:30-9 P.M.; the Adventures of Sir Lancelot, adventure film series, Monday, September 24, 8-8:30 P.M.; the Walter Winchell Show, live variety series, Friday, October 5, 8:30-9 P.M.; Ray Bolger's Washington Square, Sunday, October 21, 4-5 P.M.; and the new money show, The Most Beautiful Girl in the World, Monday, October 22, 9-9:30.

The following is a run-down, network-by-network, on some of the more prominent returning shows:

At ABC-TV: (already on the air) Kukla, Fran and Ollie, Monday through Friday, 7-7:15 P.M.; Medical Horizons, Sundays, 4:30-5 P.M.; Voice of Firestone, Mondays, 8:30-9 P.M.; Disneyland, Wednesdays, 8:30-9:30 P.M.; the Lone Ranger, Thursdays, 7:30-8 P.M.; Rin Tin Tin, Fridays, 7:30-8 P.M.

Coming are Omnibus (switching from CBS), Sunday, October 7, 9-10:30 P.M.; DuPont Cavalcade Theatre, Tuesday, September 18,

9:30-10; Ozark Jubilee, Thursday, October 4, 10-10:30 P.M.; Circus, with Paul Winchell, Thursday, October 4, 8-9 P.M.; Ozzie and Harriet, Wednesday, October 3, 9-9:30 P.M., and Navy Log (switching from CBS), Wednesday, October 17, 8:30-9 P.M.

At CBS-TV: (already on the air) Person to Person, Fridays, 10:30-11 P.M.; The Millionaire, Wednesdays, 9-9:30 P.M.; Lassie, Sundays, 7-7:30 P.M.; You Are There, Sundays, 6:30-7; George Burns and Gracie Allen, Mondays, 8-8:30 P.M.; Studio One, Mondays, 10-11 P.M.

Coming are the 20th Century-Fox Hour, Wednesday, October 3, 10-11 P.M.; the Ford Star Jubilee, Saturday, October 6, 9:30-11 P.M.; Vincent Lopez, Saturday, October 13, 6:15-7 P.M.; and the daytime show of Our Miss Brooks, Monday through Friday, October 1, 2-2:30 P.M.

At NBC-TV: (already on the air) Your Hit Parade, Saturdays, 10:30-11 P.M.; Father Knows Best, Wednesdays, 8:30-9 P.M.; Robert Montgomery Presents, Mondays, 9:30-10:30 P.M.; Big Story, Fridays, 9:30-10 P.M.; Jane Wyman's Fireside Theatre, Tuesdays, 9-9:30 P.M.; Big Surprise, Tuesdays, 8-8:30 P.M., and Wide Wide World, Sundays, 4-5:30 P.M.

Coming are Press Conference (switching from Wednesdays), Monday, October 29, 7:35-8 P.M., and Hallmark Hall of Fame, Sunday, October 28.

Who's Where

Last week these changes:

THOMAS B. MCFADDEN, NBC vice-president in charge of WRCA and WRCA-TV, announces two new appointments. These are: JAY J. HEITEN, sales manager of WRCA-TV, to sales director of WRCA-TV, and GEORGE C. STEVENS to the position of sales director of WRCA Radio.

PHIL COWAN will head the expanded publicity and exploitation department of Screen Gems, television subsidiary of Columbia Pictures, it is announced by HENRY S. WHITE, director of advertising and promotion. He succeeds FRANK YOUNG, who has announced his resignation, effective October 1.

BERNARD J. JOHNSTON has been named account executive in the Chicago office of CBS-TV Film Sales, Inc., THOMAS W. MOORE, general sales manager, has announced.

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to the
Point



L. 80, NO. 55

NEW YORK, U. S. A., TUESDAY, SEPTEMBER 18, 1956

TEN CENTS

atch U.S.

Two Canadian Circuits Eye Credit Cards

Famous Players, Odeon
Study Admissions Plan

Special to THE DAILY

TORONTO, Sept. 17.—Both the
major circuits, Famous Players and
Odeon Theatres, are examining the
feasibility of the "see-now-pay-
later" plan.

Experiments in credit card admis-
sions are now being studied in the
city, and we are watching very close-
ly, said Edward Forsyth, assistant
general manager of Odeon Theatres
(Canada) Ltd.

Certain exhibitors in Canada have
given a lot of thought to it," he add-
ed. "The difficulty will be to work
out an economic method. One way,
for instance, would be to have a cen-
tral clearing house." (Continued on page 8)

EMI, Nets Accused of Music 'Monopoly'

ASCAP songwriters accused Broad-
cast Music, Inc., and the tv networks
of trying to eliminate ASCAP and to
monopolize the music industry at yes-
terday's hearings before the House
Subcommittee investigating possi-
ble "monopoly" in tv broadcasting.
President Carl Haverlin vehem-
ently denied any collusion between
the tv networks and his organization
at the hearings.

Stanley Adams and Jack Lawrence,
popular song composers and members
of ASCAP, told the committee that
they own music and that of other
writers. (Continued on page 8)

To Hear Toll-TV Pleas in Friday in Ottawa

Special to THE DAILY

OTTAWA, Ont., Sept. 17.—Zenith
Radio Corp., Skiatron Electronics
Television Corp. and Trans-Canada
Television, an affiliation of Famous
Players Canadian Corp., are expected
to appear. (Continued on page 2)

WB TV Films Score Abroad

(Picture on Page 2)

Warner Brothers' television pro-
grams, which were edited for theatric-
al release abroad, are doing excellent
business in the European market, es-
pecially in England and France, ac-
cording to Robert S. Taplinger, War-
ner vice-president in charge of adver-
tising and public relations.

Taplinger has returned here follow-
ing a six-week trip to Europe, where
he set up two new offices for his
public relations firm and conferred
with Jack L. Warner, president, and
Serge Semenenko, director of Warner
Bros.

The Warner executive, who as-
sumed his new duties at the company
yesterday, said his public relations firm
will be merged with another organi-
zation outside the industry "sometime
soon." (Continued on page 2)

SBA Meets; Mum on Loans to Theatres

From THE DAILY Bureau

WASHINGTON, Sept. 17. — The
Loan Policy Board of the Small Busi-
ness Administration met today to de-
cide whether to make motion picture
theatres eligible for loans, but made
no announcement of its decision.

SBA officials declared that although
the board had reached a decision it
would not be made public for several
days. But no one could say, either,
whether the members of the board—
including the members of the board—
will support the loan program. (Continued on page 8)

Gronich Reports Here:

German Producers Study Means To Improve Foreign Markets

The West German Producers Association is considering a number of promo-
tional plans whereby German films would attain a wider interest and recogni-
tion in both the foreign market and at home, according to Frederick Gronich,
West German representative for the
Motion Picture Export Association.

Gronich, who arrived in New York
from Frankfurt at the weekend, said
he is here to await the birth of his
first child, due very shortly.

The MPEA executive declared that
American and German films are enjoy-
ing fine business in that market and
"the primary interest of German pro-
ducers is to develop broader foreign

ATOI Won't Participate In COMPO Meeting Here

FRANKLIN, Ind., Sept. 17.—Al-
lied Theatre Owners of Indiana, non-
member of the Council of Motion
Picture Organizations, has declined
an invitation to participate in the
Sept. 25 meeting in New York of the
COMPO board and executive com-
mittee, giving among its reasons "the
failure of COMPO to follow mandates
laid down in its by-laws."

"We are reliably informed," said
ATOI, "that the national Allied board
will discuss the matter at the Dallas
convention. Until then we must de-
cline participation in any COMPO
rump meeting."

UA Sets 42-Week Drive To Honor James Velde

United Artists will this month
launch a 42-week billing, collections
and playdate drive in honor of its



James R. Velde

general sales
manager, James
R. Velde. The
campaign,
which is said to
be the longest and
most intensive
in the com-
pany's history,
will be under
the leadership
of co-captains
William J.
Heineman, vice-
president in
charge of dis-
tribution, and Max
E. Youngstein,
(Continued on page 2)

Survey Results

TOA Will Get Full Report on Premium Plans

Two Different Schemes
On West Coast and Fla.

By LESTER DINOFF

(Picture on page 3)

A Theatre Owners of America com-
mittee, which has been studying all
aspects of credit card and premium
tie-ins with motion picture theatres,
will make a report on its survey
before the exhibitor association's an-
nual convention commencing here
Thursday, Myron N. Blank, TOA
president, said here yesterday.

Blank, who arrived in New York
over the weekend from the Midwest
for pre-convention meetings with
other TOA officials, said the com-
mittee report would be given by
chairman Walter Morris. The com-
mittee also will study the results of
a survey of exhibitors in the West
and Florida. (Continued on page 3)

AA Expects '56 Income To Reach \$15,000,000

Allied Artists Pictures Corp. will
release 35 feature pictures by the end
of this year and expects to raise its
film rental income to \$15,000,000 as
against \$9,400,000 in 1955.

AA had one of the busiest produc-
tion lots last month, with nine sched-
uled pictures and 20 "in the can" on
the way to accomplishing this goal.
"Hunchback of Paris," with Anthony
Quinn and Gina Lollobrigida, is re-
ported near completion. Shooting also
was started on another big budget
film, "Love in the Afternoon," starring
Gary Cooper, Audrey Hepburn and
Maurice Chevalier, and directed by
Billy Wilder.

'Cid' Distribution Bids Are Studied by Antone

From THE DAILY Bureau

HOLLYWOOD, Sept. 17.—Six
American companies have entered
bids for distribution rights to "El
Cid," which Antone Productions and
Spain's Aspa Productions will film in
Spain next spring, Antone president
Anthony Quinn and vice-president
John Ford. (Continued on page 8)

PERSONAL MENTION

JACK L. WARNER, president of Warner Brothers Pictures, has arrived in New York from Europe. He will leave here at the weekend for the Coast.

MYRON N. BLANK, president of Theatre Owners of America, and Mrs. BLANK have arrived in New York from Des Moines.

JEROME PICKMAN, Paramount advertising-publicity vice-president, is in Hollywood from New York.

DAVID A. LIPTON, Universal Pictures vice-president, has arrived in New York from the Coast.

MITCHELL WOLFSON, president of Wometco Theatres of Florida, has arrived in New York from Miami Beach.

ALFRED STARR, managing partner in the Bijou Amusement Co., of Nashville, Tenn., will arrive in New York today.

E. D. MARTIN, president of Martin Theatres, has arrived in New York from Columbus, Ga.

SIEG HOROWITZ, formerly Universal International sales manager in Philadelphia, has been named branch manager in that city for Distributors Corp. of America.

First-Runs in Charlotte Begin Double Features

CHARLOTTE, N. C., Sept. 17.—The shortage of motion pictures has forced two first-run theatres into running double features here, thereby setting a local precedent. The Imperial and Center Theatres have recently shown two pictures on the same program.

"We have shown and will be showing more," said an executive of the circuit. As an example of the shortage, one of the pictures shown on an Imperial double bill was "Distant Drums," a reissue which was given its first-run showing here only about three years ago.

Jack Warner Luncheon

Jack L. Warner, president of Warner Bros., will be host at a luncheon at 21 Club here tomorrow for members of the Press. Robert S. Taplinger, who is assuming his new post as vice-president of Warners in charge of advertising-publicity immediately, will attend.



DAILY picture

ROBERT TAPLINGER

W.B. TV Films

(Continued from page 1)

this week." Taplinger said he made an agreement with F. J. Lyons of London to act as his British representative and is working on an agreement with a French public relations concern.

"Business for Warner Brothers pictures in Europe has been great," Taplinger said, pointing out that films like "The Searchers" have been having long runs there. Taplinger also said European newspapers have been devoting more space to motion pictures than U. S. newspapers. "In England, newspapers give more space to films because there is more public interest and also many American stars are there," he said.

Reps., Dems. Take Stand On Ohio Censorship

COLUMBUS, O., Sept. 17.—"Effective regulation of the distribution of films" in Ohio was pledged in the state platform of the Democratic party at the state convention held here.

The Republican party platform pointed to the adoption of more stringent laws regulating showing of "obscene" films passed at the last session of the Legislature.

"It would appear that the Republicans are satisfied with the status quo with respect to censorship," said Robert Wile, secretary of the Independent Theatre Owners of Ohio, "but the Democrats want to regulate distribution of films."

See \$57,000 for 'Seed'

With a gross of \$45,671 reported for its first five days, Warner Brothers' "The Bad Seed," produced and directed by Mervyn LeRoy, is keeping pace with its big opening day business at the Astor Theatre.

The theatre management estimated an intake of \$57,000 at the box office at the conclusion of the first week's run tonight.

Goodheart Heads Sales For NBC TV Network

William R. (Billy) Goodheart, Jr., has been placed in charge of sales for the NBC Television Network, it was announced by Thomas A. McAvity, executive vice-president, Television Network programs and sales. McAvity indicated Goodheart would be proposed for election as vice-president at the next meeting of the NBC board of directors on Oct. 5.

At the same time, McAvity announced three additional appointments intended to broaden and further strengthen the growing sales organization of the NBC Television Network. The new appointments are: Michael H. Dann, vice-president, Television Program Sales; Walter D. Scott, vice-president, Television Sales Director; Carl M. Stanton, vice-president, Television Programs and Sales, Business Affairs.

Thomas B. McFadden has been promoted to vice-president in charge of NBC-owned stations and NBC spot sales, it was announced yesterday by Charles R. Denny, executive vice-president, operations, for the National Broadcasting Co. McFadden, who is 39, has served as vice-president in charge of WRCA and WRCA-TV, NBC-owned stations in New York, since April of this year. He now succeeds Denny, who recently was named to his present post.

Velde Drive

(Continued from page 1)

vice-president. The drive will run in four individual laps, to be capped by a final stretch period. The first three laps are of eight weeks duration. The fourth lap runs for five weeks, and the stretch drive lasts for 13 weeks.

More than \$50,000 in cash prizes will be awarded to the 33 competing branches in the U. S. and Canadian territories. Exchanges will be aligned in three groups of equal grossing potential. Prizes will go to the first three winners in each division for each of the four laps and grand prizes will be awarded to the three winners in the overall standings at the conclusion of the drive.

Canadian Toll-TV

(Continued from page 1)

to present written and oral evidence before the Fowler Royal Commission on Broadcasting and Telecasting here Sept. 21 in support of subscription television in Canada. Other United States television interests, have been invited to present their views.

It is understood here that opposition to subscription television may also be heard, but only the commission may cross examine at this hearing.

Hearings Postponed On N. Y. Theatre Code

Postponement of public hearings on the new draft of the state's regulations for "persons meeting in place of public assembly" was granted the Metropolitan Motion Picture Theatre Association yesterday by the Board of Standards and Appeals. The hearing was scheduled for yesterday, but John Phillips, executive director of MMPTA, appeared before Board Chairman Rear Admiral William Maxwell and urged postponement. The motion picture group, Phillips said, did not receive their draft of the revised code regulations until after the Labor Day holidays and consequently have not had enough time to thoroughly study the new code. No new date was set, but Phillips asked for "about two months."

Entries, Prizes Received For Variety Golf Fete

Entries in the 1956 Amusement Industry's Golf Tournament, sponsored by the New York Variety Club and scheduled to be held Sept. 26 at Vernon Hills Country Club, Tuckahoe are coming in rapidly, according to Charles Alicoate, head of the committee in charge of the event.

Among the companies which have donated prizes are William Germain Inc.; National Screen Service; Levitt Brothers; Coca-Cola Company; Hershey Chocolate Co.; Tri-King Enterprises, Inc.; Astor Pictures; Randolph Amusement; Paramount Pictures; Columbia Pictures, and many others.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
BING CROSBY · GRACE KELLY · FRANK SINATRA
in "HIGH SOCIETY"
in VistaVision and Color
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

MOVIELAB

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FILM SERVICE CENTER

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- SHIPPING ROOMS
- OFFICES

PROJECTION ROOM FACILITIES

MOVIELAB BUILDING
619 W. 54th St., New York 19
JUdson 6-0367

MOTION PICTURE DAILY, Martin Quigley, Editor-in Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone Hollywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams, Editor, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone Circle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign; single copies, 10c.

PEOPLE

Walter Branson, RKO Radio vice-president in charge of worldwide distribution, has announced the appointment of Simon Israel as RKO manager for Holland. Israel has been acting manager since last December, when he succeeded Luis L. Lioni, who resigned.

□

Mary Peabody, of the Capitol Theatre, Fredericton, N. B., the first woman in the Province of New Brunswick to receive a projectionist's license, has been presented an Award of Achievement by the Women of the Motion Picture Industry chapter in Toronto.

□

Jack Sanson, manager of the Stanley Warner Strand Theatre, Hartford, and Mrs. Sanson are celebrating their 30th wedding anniversary.

□

Sam George, formerly manager of the Paramount Theatre, Atlanta, has been placed in charge of publicity for the Roxy Theatre, the Cinerama house in that city.

□

Rita Cummings, formerly publicity director for UPA Pictures, Burbank, has joined Terrytoons, a division of CBS Television Film Sales, as publicity director in New York.

Fox's Central-Canadian Division Opens Meeting

CHICAGO, Sept. 17.—A two-day meeting of 20th Century-Fox's Central-Canadian sales division was convened here today under the chairmanship of C. Glenn Norris, Central-Canadian division manager, at the Ambassador Hotel. It is to implement plans for the second half of the company's "World Showmanship" drive (October to December) and the territorial handling of releases through the end of the year.

Present at the conference are: district managers Thomas O. McCleasner, Central; Morton A. Levy, Midwest; and Peter Myers, Canadian. Productions to be discussed are the company's two Thanksgiving releases, "Anastasia" and "Love Me Tender," and "The Last Wagon," "The Best Things in Life Are Free," "Stagecoach of Fury," "Teenage Rebel," "The Outlaws Are in Town," "The True Story of Jesse James," "The Black Whip," "Three Brave Men" and "Do Re Mi."



DAILY picture

FINAL PLANNING (and perhaps some strategy?). TOA's big three, Mitchell Wolfson, Myron Blank, and Walter Reade, Jr., at the TOA office yesterday afternoon discussing, of course, the big show, coming at the Coliseum.

Report on Premium Plans

(Continued from page 1)

mittee was formed following the TOA National Showmanship Conference in Chicago in late July, he said.

A premium stamp plan is to be launched shortly on the West Coast by Stanley Warner Theatres and Fox West Coast Theatres. In this plan chain groceries, department stores, gasoline stations, etc., would issue stamps which could be traded at the local theatre. The West Coast plan is being undertaken by 12 theatres in conjunction with the Prudential Premium Co., with both parties hoping that if it works out successfully, it will be done on a national basis.

Already underway in Florida is a variation of the stamp plan. The Wometco Circuit, in conjunction with Food Fair super markets, is currently giving out stamps in seven of its theatres—not for admission but to be redeemed at the grocery stores. Patrons are given one stamp for each 10 cents of the admission price. Stamps are not given on weekends—only Monday through Thursday.

Out of five managers queried, in charge of Wometco theatres where trading stamps are being issued, four said they did not feel that issuance

of trading stamps increased their attendance. They felt that the attraction is still the thing that brings them in. They also said the number of stamps given with each admission is not enough of an inducement.

One Wometco manager said the stamps were creating enough interest in his neighborhood to bring them to his theatre but he felt that he also had to have a good picture playing to make them turn out.

Meanwhile, Blank, meeting with Mitchell Wolfson, chairman of the TOA finance committee, and Walter Reade, Jr., executive chairman of the TOA convention is formulating final convention plans and items to be discussed on the agenda of the five-day meeting.

Committeemen from all parts of the country have been pouring into New York helping to launch the meeting. Today, the nominating committee, which will select a slate of officers to govern TOA during 1956-57, will meet under the chairmanship of Albert M. Pickus. Also the finance committee, headed by Wolfson, will convene on convention and organizational finances.

'W & P' Still Big

Paramount's "War and Peace" racked up grosses over the weekend which exceed the previous three-day business by 10 per cent at both the New York Capitol Theatre and the Hollywood Paramount Theatre. In New York weekend business was \$45,000; in Los Angeles, \$15,000. The film will open at a third theatre tomorrow—the Stanley in Philadelphia.

'Commandments' Ad

The first full-page advertisement in a campaign on Cecil B. DeMille's production of "The Ten Commandments" which will extend to newspapers throughout the country appeared yesterday on the back page of "The New York Times." The ad is institutional in approach.

Landsberg Rites Set

HOLLYWOOD, Sept. 17.—A Rosary service will be held tomorrow evening at Callahan Mortuary, to be followed Wednesday morning by a requiem mass at San Gabriel Mission, Alhambra, for Klaus Landsberg, 42, vice-president and general manager of Paramount Television Productions, Inc., who died at his Hollywood home Sunday of cancer. Besides his position with Paramount, he was the general manager of the independent television station KTLA in Los Angeles. He also was a producer, a director and a writer.

Loew's Official Dies

Leon J. Sternberger, an executive of Loew's International Corporation, died Saturday of a heart ailment at his home here. He was 61 years old.

... NEWS ROUNDUP

Form Democratic Arts Unit

Formation of the Committee for the Arts of the Democratic National Committee, composed of leading personalities in New York, Hollywood and elsewhere in the nation, was announced yesterday in Hollywood by Paul Ziffren, California national committeeman of the Democratic party. Dore Schary, and book publisher Cass Canfield were named co-chairmen of the Arts Committee. Vice-chairmen are Alan Jay Lerner and Herman Wouk. Screen writer Allen Rivkin is secretary and William Gordon treasurer.

Conn. Shopping Promotion

Harry F. Shaw, division manager, and Lou Brown, ad-publicity manager, Loew's Poli-New England Theatres, are actively participating in a "There's More Downtown" promotion for downtown New Haven, Conn., location of two Loew theatres. The committee, of which Shaw and Brown are members, is offering \$800 in prizes for best 25-word letters on the topic, "Why I Like to Shop in Downtown New Haven."

Stamp Collectors to Meet

Cinema Stamp Collectors will celebrate its tenth anniversary by holding an open meeting and club sale Sept. 26 at the Sheraton-Astor Hotel, New York. Over 50 lots of stamps and sets have been contributed by the members and will be offered for bidding.

To Open New York Studios

New York's Mayor Robert F. Wagner will officially welcome Production Center, Inc., to the city at a reception Sept. 25 at 4 P.M. The affair will take place at the new motion picture studios on West 26th Street.

Service Units to See 'Attack'

Representatives of the Army and Air Force Motion Picture Service will watch a screening of "Attack" in Washington, D. C., today to determine whether they will show the picture at Army and Air Force post theatres. The Defense Department has been criticized because of its refusal to cooperate in the production of the picture without certain script changes which the producer has refused to make.

Farley Aids 'Giant'

The Honorable James A. Farley, former postmaster general of the United States, will head a special benefit committee for the world premier of George Stevens' "Giant" Oct. 10 at the Roxy Theatre, the proceeds of which will go to Muscular Dystrophy Association of America, Inc. Farley is national chairman of the Association.

THERE'S ONE LEADER IN EVERY FIELD!

IN SPECIAL TRAILERS

ITS FILMACK

CHICAGO, 1321 S. WABASH NEW YORK, 341 W. 44th ST

TRY US ON YOUR NEXT ORDER AND SEE WHAT WE MEAN!



BORN-a dynamic
new TV network-**NTA**

This picture, taken shortly after the actual birth of a baby, announces a mighty exciting and important event to everyone interested in television.

It's the birth of a healthy, sound, spirited new television network—known as the NTA Film Network.

As with most parents, it represents the fulfillment of a long-cherished dream. But unlike most new arrivals, this one already has an objective in life which can be stated very simply:

To provide better entertainment for the public...and to offer a significant new marketplace for the advertiser.

Actually, its whole reason for being is a happy marriage between the two! You'll be hearing a good deal more about the NTA Film Network from now on. But meanwhile, wouldn't you agree that...

When the public gains...and the advertiser gains...and the station gains...the birth of the NTA Film Network is a decidedly blessed event for everyone?

4 good reasons for the 4 dimension network

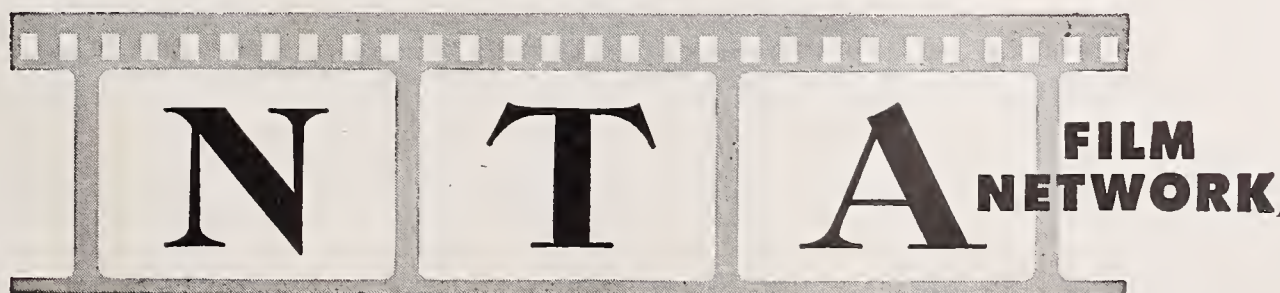
1 102 Stations Covering 82% of U.S. TV Homes. They offer access to the nation's top markets...where 38,173,100 families live...in 28,143,500 TV homes...with about *214 billion dollars* in buying power. To say the least...it's a vast market...with vast sales opportunities for the national advertiser.

2 At a Fantastically Low Cost Per Thousand. To those appalled by the high cost of TV advertising, the NTA Film Network is the answer. It offers enormous audiences at a remarkably low cost per thousand. Thanks to top talent at a fraction of the cost of the average TV show. Thanks to no staggering coaxial cable costs.

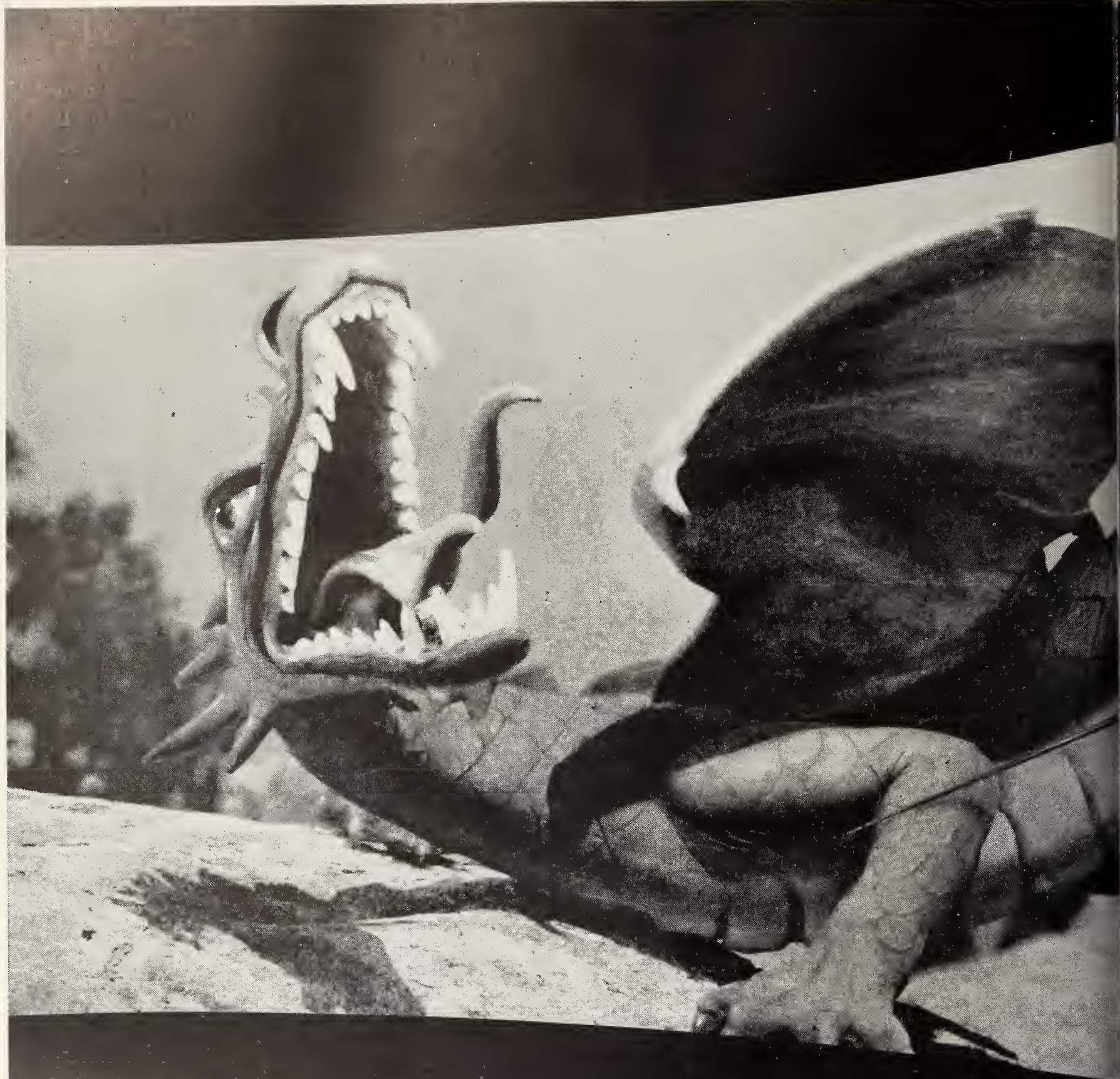
3 With the Greatest Flexibility in TV Network History. No costly "must-buys". Now you can buy what you want...when you want...where you want it. One contract covers everything—time and program...with no worry about time differentials. You get the prestige of network *plus* the flexibility of spot purchase.

4 And Guaranteed Clearance of Time and Programming. No waits...no debates about station clearances. You can get the availabilities you want and need *now*...without standing in line. Whatever your present TV situation...look to the NTA Film Network—The Four Dimension TV Network!

For the full story, call, wire or write:



a subsidiary of National Telefilm Associates, Inc.
60 West 55th Street, New York, N. Y. • Phone: PLaza 7-2100



St. George and the dragon

... Continuous show — entire week

Battle the wicked dragon . . . save the lady fair! That's what we'd all like to do—and can—on the wide, wide-screen where everything's close-up and adventure's real and earnest. Product of modern

Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.
Branches at strategic centers. Inquiries invited.



otion picture technology, wide-screen movies came about through
e close co-operation of industry and such groups as the Eastman
chnical Service for Motion Picture Film.

East Coast Division
42 Madison Avenue
New York 17, N. Y.

Midwest Division
130 E. Randolph Drive
Chicago 1, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

— Exploit to the fullest the profit-potential
of SEVENTEEN Magazine's enormous influence —
build box office returns by playing up

seventeen's

Picture-of-the-Month for October:



M-G-M presents
KIRK DOUGLAS
as Vincent Van Gogh in
"LUST FOR LIFE"

Co-starring **ANTHONY QUINN**
JAMES DONALD **PAMELA BROWN**
with
EVERETT SLOANE

Screen Play by Norman Corwin • Based on the Novel by Irving Stone

Directed by Vincente Minnelli Produced by John Houseman
in CinemaScope and METROCOLOR

Canadians

(Continued from page 1)

tral agency as clearing house to deal with a group of theatres."

J. R. Nairn, advertising director of Famous Players, was quoted as saying "we have discussed the credit idea and are interested but have no definite plans at present. I have not heard of its use by movie houses but do know something of this kind is operated by live theatres in New York, where it is applied on the more expensive seats."

DeMille to Be Guest

Cecil B. DeMille will be a guest at the annual meeting of managers, executives, and partners in Famous Players' eastern division to take place at the General Brock Hotel, Niagara Falls, Oct. 22-24. Arrangements have been completed for special screenings of "War and Peace" and DeMille's "The Ten Commandments."

DeMille will be accompanied by his executive assistant, Art Arthur, a one-time Toronto newspaperman.

President of Famous Players John J. Fitzgibbons will be present while Morris Stein, Eastern Division manager, will preside at the meetings.

BMI and Nets

(Continued from page 1)

ASCAP songwriters was being deliberately "smothered or rejected" by tv network interests desiring to enlarge the scope of BMI. The networks accomplished this, they testified, by directing broadcasters to "watch the labels of the new records" and to plug those songs composed under BMI auspices and pass over the works of ASCAP songwriters.

Haverlin, appearing as a witness in the afternoon session of the hearing, denied this, citing the results of a spot sampling of radio and tv music programs made during one week in each quarter of 1954. "The sampling shows that 72.7 per cent of the music played was ASCAP," he said, "and 16.1 per cent by BMI writers."

Steve Allen, songwriter and tv personality, and Richard Adler, another songwriter, told reporters at a press conference after the hearing that they had definitely heard from personnel of local radio stations that there were instructions at the local level to plug BMI-tagged records at the expense of ASCAP songs.

Carl Haverlin will continue testimony when the hearing resumes today. Billy Rose, producer and songwriter who was to have appeared yesterday, will be called as a witness today.

Services for Doyle

Funeral services will be held this morning for James F. Doyle, head of the United Artists mail department, who died on Friday at the Lutheran Hospital in Brooklyn at the age of 47. Doyle joined the company in 1927 and served with it continuously for almost 30 years. Services will be held at the Resurrection Ascension Church in Rego Park.

Como, Caesar, Weather Hurt Theatre Grosses

Business in Broadway theatres Saturday evening "was seriously affected by new television shows and weather," according to a number of Broadway theatre managers.

The television lineup, headed by the return of Perry Como and Caesar variety programs, coupled with rainy weather, "kept many theatre patron at home," they said.

Germans

(Continued from page 1)

information forwarded from the American COMPO, has launched a campaign to boost the native market. German COMPO is trying to have exhibitors place more stress on pro-

The German motion picture industry is sending a representative to the U.S. to survey the domestic market and ascertain its possibilities. German product, Frederick Gronow, West German representative for Motion Picture Export Association head here yesterday. Gronow said head of the German distribution association, Horst Von Hartlee, will arrive in the U.S. in late September and go immediately to Hollywood

tion—to stimulate and re-examine advertising and publicity methods at theatre level." He also said the German COMPO will shortly publish a guide to theatre exploitation.

SBA Meets

(Continued from page 1)

SBA Administrator Wendell Barr, Secretary of Commerce Weeks, and Secretary of the Treasuries Humphrey had attended the meetings themselves or had sent deputies.

The board met to consider the quest of the Theatre Owners of America that SBA revise its loan policy to make small theatres in need of renovation eligible for loans.

TOA estimated that the average loan for such a theatre would exceed \$25,000 and with this money the small theatres would be able to modernize and put in such necessities as new screens and air conditioning.

Bids for 'El Cid'

(Continued from page 1)

Milton Grossman disclosed at a Beverly Hills Hotel press-luncheon today that under cooperation arrangements provided by the Spanish government, production cost will be unlimited. Grossman said, due to Spain's interest in having its national hero's biography filmed in a faultless manner, Anthony Quinn will enact the title role, with an American actress and male star, and a foreign feminine star, in other principal roles. The film will be made in English.

MOTION PICTURE DAILY

Concise
and
to the
Point

QP

All
the News
That
is News

QP

80, NO. 56

NEW YORK, U. S. A., WEDNESDAY, SEPTEMBER 19, 1956

TEN CENTS

Active Now

Schneider Resigns Three Warner Posts

ing For Vacation;
Tell Plans Later

uel Schneider, vice-president, er and a member of the board ctors of Warner Bros., resigned all three of those posts yesterday, effective immediately.



The brief announcement from the company said that Schneider would leave at once for a vacation on the west coast before announcing his future plans. Schneider, widely respected in the y as a financial executive, joined (Continued on page 5)

SAP Attorney Calls 'Unnecessary'

Hman Finkelstein, an attorney for P, yesterday told the Congress-subcommittee investigating post-monopolies in the tv industry that, in his opinion, there was tely no reason for the existence network-controlled Broadcast Inc., in 1956, although it may (Continued on page 4)

son Amusement TV Station

Representatives of the Jefferson ment Co., of Texas, will appear the Federal Communications mission in Washington to seek sion to launch a television easting station in Port Arthur, according to Julius M. Gordon, ent of Jefferson Amusement. don said his company will ap- before the FCC on Oct. 15 or 16.

Technirama Is Readied

Technirama, a new large-screen system developed by Technicolor and to be sold to producers as a product of the Technicolor Companies, will soon be available, according to an announcement yesterday by Dr. Herbert T. Kalmus, president and general manager of the company.

The new system employs standard 35mm negative which moves horizontally through the camera exposing eight-perforation frames. After allowing for a standard optical sound track, the whole of the remaining negative area within the frame is utilized. Ac-

(Continued on page 4)

Technirama Print Cost Same as Technicolor

From THE DAILY Bureau

HOLLYWOOD, Sept. 18. — Inquiries made here by MOTION PICTURE DAILY regarding Technirama, new large-screen system developed by Technicolor, brought to light several technical details as well as information regarding cost of the process.

¶The double-frame negative produced by the side-wheeling Technirama camera is photo-printed down (Continued on page 4)

Ask 'Clarification' Of N. Y. Theatre Code

Special to THE DAILY

ALBANY, Sept. 18.—Requirements for language clarifications to insure that various provisions, in revised Code 36 for places of public assembly, shall not apply to existing theatres, were coupled with a Schine Circuit request that toilet-facilities regulations in projection booths be limited to one-man (Continued on page 5)

'Sharkfighters' for Thanksgiving Release

(Picture on page 5)

Present plans for "The Sharkfighters" call for its release as a Thanksgiving Day attraction in theatres around the country, Samuel Goldwyn, Jr., producer of the picture, said in an interview here yesterday. The film (Continued on page 5)

Expect 1,000 Exhibitors

TOA Delegates Begin Registration Today

Ways to Boost Box Office, Film Problems And Trade Practices on Meeting Agenda

By LESTER DINOFF

(Picture on page 8)

Showmanship and its utilization in bolstering and revitalizing the theatre box office coupled with film problems and trade practices, will highlight the agenda for some 1,000 exhibition delegates from all parts of the U.S. and

Single Exhibitor Unit Favored by Stellings

A single association of American theatremen would be best for all exhibitors, in the opinion of Ernest Stellings, president of Stewart-Everett Theatres of Charlotte, N. C.



Ernest Stellings

Stellings, who is in New York for the Theatre Owners of America annual convention this week, said yesterday a merger of TOA and Allied States Association, "would be a good thing."

"A merger between both groups might never be effected, but closer unified action on mutual exhibition (Continued on page 4)

Golden West to Start Production on 'Stalin'

Edward A. Golden will leave here for the Coast today to complete production preparations for "Joseph Stalin." Hugh Gray will write the screenplay to be based on actual events in Stalin's life. A distribution deal has been discussed with a major company but has not been closed yet.

Golden's right to exclusive use of the title was affirmed recently by the Title Registration Bureau of the Motion Picture Association after it had been contested by 20th Century-Fox, (Continued on page 5)

abroad who will commence registration today for the 1956 Theatre Owners of America International Convention and Trade Show being held at the New York City Coliseum.

The official opening of the ninth annual convention of TOA is set for tomorrow, but during the past few days, various committees of the national exhibition group have been meeting.

Yesterday's activities of TOA centered on meetings of two committees—the finance committee, which met in the afternoon under the chairmanship of Mitchell Wolfson of Florida; and the nominating committee, which met in the morning under the chair-

(Continued on page 8)



Mitchell Wolfson

Interest in Foreign Films Is Termed a 'Renaissance'

The current "renaissance" of interest in foreign films should be no surprise to American exhibitors, who began showing foreign product as long ago as 1912, Frederick Goldman told the TOA Foreign Film Festival last night prior to a screening of the Italian film "Vitellino." Goldman, who introduced the picture to the audience, is director of the Exceptional Films Society in Philadelphia and international vice-president of the American Federation of Film Societies.

PERSONAL MENTION

ALFRED E. DAFF, executive vice-president of Universal Pictures, will return to New York from Europe today, marking completion of a 'round-the-world trip. At the same time, **EDWARD MUHL**, vice-president in charge of production, will arrive in New York from the Coast.

FAYETTE W. ALLPORT, European manager of the Motion Picture Association of America, arrived in New York from London yesterday via BOAC.

CHARLES BOASBERG, supervisor of sales for Paramount's "War and Peace," and **MORRIS LEFKO**, his assistant, will return to New York tomorrow from Atlanta.

LAWRENCE R. KENT, 20th Century-Fox representative on the Gaumont British board of directors, and **ANN LAER**, formerly an employee of **FAYETTE ALLPORT** in the London office of Motion Picture Association of America, were married recently in London.

CARLTON HUNT, a partner in General Film Laboratories of California, visited his parents in Wildwood, N. J., en route to New York.

RUSSELL HOLMAN, Paramount Eastern production manager, and **ALAN JACKSON**, story editor, will return to New York today from Washington.

WILLIAM F. KELLEY, technical director of the Motion Picture Research Council, will leave Hollywood by plane today for New York.

Anne Bauchens Praised By DeMille, Freeman

HOLLYWOOD, Sept. 18 — More than 100 members of the press and the professions attended the awards luncheon today at the Paramount studio in honor of film editor **Anne Bauchens**, winner of the American Cinema Editors' first annual award for "outstanding contribution to the film industry over a period of years."

Cecil B. DeMille, whose films **Anne Bauchens** has edited for the past 40 years; **Y. Frank Freeman**, Paramount vice-president, and **Warren Low**, president of A. C. E., were the speakers who paid tribute to the guest of honor.

Allied Officers Meet On Annual Convention

Plans for the convention of Allied States Association in Dallas in November were discussed at "a meeting of old friends" held here yesterday, according to **Abram F. Myers**, National Allied board chairman and general counsel. **Myers** met with Allied president **Rube Shor**, treasurer **Irving Dolinger**, secretary **Julius M. Gordon**, director **Jack Kirsch**, and past Allied president **Wilbur Snaper**.

The Allied board chairman said the gathering of officers was a routine thing to discuss the Dallas convention and one set for Cincinnati in February, and other association affairs. **Shor** said Allied will sit down with officials of Theatre Equipment Supply Manufacturers Association to discuss "our 1958 convention in Miami."

Four Sessions Slated For NT Convention

LOS ANGELES, Sept. 18.—National Theatres' 3-day convention, set to open Oct. 1, at the Arizona Manor Hotel, Phoenix, will particularize its agenda in four meetings under four chairmen, blending all conclusions into overall policy findings.

Denver's Robert Selig will chair a session dealing with research, expense control, stage shows, manpower development, and personnel training. **Los Angeles' N. Spencer Leve** will conduct a meeting on admission prices, giveaways, public relations, parking and pre-Christmas ideas.

San Francisco's William H. Thedford will have charge of a meeting on special weeks, company forms, audience awards, concession sales, money promotions, and new advertising approaches. **Kansas City's Richard P. Brous** will conduct a session on summer prices, children's shows, credit systems, screen advertising, operational irregularities, and marginal theatres.

Dividends Stay Same

WASHINGTON, Sept. 18.—Publicly reported cash dividends paid out by industry companies in August, 1956, equalled the amount paid in the same month last year, the Commerce Department reported today. In both cases the figure was \$1,740,000. August marked the first month since March of this year, however, when the amount of dividends paid did not top those paid in the comparable month of the previous year.

UA Opening Two

"Bandido" and "The Beast of Hollow Mountain," two United Artists releases, will have their first-run New York engagements at Loew's Metropolitan Theatre in Brooklyn on Sept. 26, it is announced by UA.

New Jersey Allied Directors to Meet

The board of directors of Allied Theatre Owners of New Jersey will meet here today to discuss a varied agenda based on national and local exhibition problems, according to president **Sidney Stern**.

The head of the regional unit of Allied said he expects the directors will also discuss the forthcoming convention of the national association set for Dallas in November.

Foreign Managers Will Hear Progress Report

Preliminary progress reports on conditions in Argentina and the Philippines will be presented at the Motion Picture Export Association's foreign manager's meeting today. MPEA president **Eric Johnston** will preside.

A report will be read on the progress made by MPEA vice-president **Irving A. Mass** on his Philippines talks, and also on that made by vice-president **Robert Corkery**, on his Argentina survey.

The MPEA managers and **Johnston** will also discuss the Anglo-American talks which open in Washington next week.

Five Fox Films Slated For Broadway Openings

Twentieth Century-Fox will open five major CinemaScope productions on Broadway during the next two months, it was announced by **Alex Harrison**, general sales manager of the company. The five films are part of an overall 31-picture national release program set for the year, he said.

Included are "The Last Wagon," opening Friday at the Globe; "The Best Things in Life Are Free," Sept. 28 at the Victoria; "Teenage Rebel," the end of October at the Mayfair; "Love Me Tender," Nov. 15 at the Paramount; and "Between Heaven and Hell," which is tentatively set for Oct. 11 at the State.

Posts to Show 'Attack'

WASHINGTON, Sept. 18.—The Army and Air Force Motion Picture Service has decided to show "Attack" in all its post theatres, a spokesman for the service said today. The Defense Department refused to cooperate in the production of the picture, asking for certain script changes which the producer would not make. After seeing a screening of the picture, today, however, the AAFMPS spokesman said the picture met the services' "entertainment" requirements and there "was no reason" why it should not be booked into army and air force post theatres.

Predict Drop In Canadian Tax Receipts

By M. L. SCHWARTZ

OTTAWA, Sept. 18.—Net general revenue from amusement and admission taxes in all ten provinces and Canada is now estimated as likely to drop to \$18,480,000 during the 1957 fiscal year ended March 31 in contrast to \$20,575,000 in the 1956 fiscal year, though three provinces expected to show an increase for 1957 over the previous year, according to a preliminary report by a Canadian Government source here.

Holding Own Against TV

Considering the rapid spread of television private enterprise enterprises are more than holding their own throughout Canada this year.

By provinces, such revenue in 1957 will be as follows (figures in brackets being for 1955-56): Ontario, \$7,620,000 (\$8,600,000); Quebec, \$4,675,000 (\$5,110,000); British Columbia, \$2,470,000 (\$2,980,000); Alberta, \$1,450,000 (\$1,420,000); Manitoba, \$885,000 (\$1,100,000); Nova Scotia, \$660,000 (\$585,000); New Brunswick, \$370,000 (\$425,000); Newfoundland, \$185,000 (\$180,000); Prince Edward Island, \$100,000 (\$105,000), and Saskatchewan, \$0 (\$70,000).

\$215,000 Loss in Manitoba

In Manitoba it is pointed out the amusement tax was reduced by raising the exemptions and lowering the scale of rates. The resultant loss of revenue to the province is expected to be \$215,000 per year.

Three to Roll in England

Amalgamated Productions, Inc., will place three features before the cinemas in England next month, according to an announcement by **Richard C. Don** and **Charles F. Vetter, Jr.** They include "Kill Me Tomorrow," "Man's Secret," and "West of Sue."

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- Three Channel interlock projection
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...story of the sensualist artist Vincent van Gogh

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...going coverage, including a page ad in
...fan magazines and the famed M-G-M
...columns in top national magazines.

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RECORDS!**

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...ing every record in its house history.
...reat reviews by every critic in town!

"LUST FOR LIFE" PENETRATION SPANS THE NATION!

Not within memory such ticket-selling coverage.

LIFE: Special exclusive material from Holland location. Full page in color. Two and one-half pages black and white.

LOOK: Article with four pages of color and black and white.

TIME: Kodachromes of 3 of the 4 van Goghs in Russian Museum—along with editorial review.

SAT. EVE. POST: Pete Martin story on Kirk Douglas to come.

GOOD HOUSEKEEPING: Feature review with art.

WOMAN'S HOME COMPANION: Color still in special color layout.

REDBOOK: Picture of the month.

THIS WEEK: Kirk Douglas cover and inside story with stills. Douglas as van Gogh included in story on special make-up.

SEVENTEEN: Two pages, including feature article and full page portrait of Kirk Douglas as van Gogh in full color. Additionally, Picture of the Month announcement to come.

AMERICAN: Three color stills published with review.

HOLIDAY: Special editorial review.

AMERICAN WEEKLY: Special article by Irving Stone with color and black and white illustrations.

CORONET: Movie of month with leadoff on Kirk Douglas.

PARENTS': Two column cut and review.

VOGUE: Included in "People Are Talking About" feature.

MADMOISELLE: Two pages of fashions, posed in front of van Gogh paintings.

CHARM: Special review.

WISDOM: Article on van Gogh by Thomas Craven, with stills.

SATURDAY REVIEW: Glowing editorial review.

CUE: Kirk Douglas (as van Gogh) featured on cover with article and illustrations inside.



M-G-M presents in CinemaScope and METROCOLOR • KIRK DOUGLAS in "LUST FOR LIFE" • co-starring
Anthony Quinn • James Donald • Pamela Brown • with Everett Sloane • Screen Play by Norman Corwin
Based on the Novel by Irving Stone • Directed by Vincente Minnelli • Produced by John Houseman

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

Technirama

(Continued from page 1)

cording to the Technicolor announcement, an anamorphic or CinemaScope-type Technicolor release print made from Technirama negative allows for maximum use of the available positive frame.

(Paramount's VistaVision also employs horizontal film movement to expose an eight-perforation frame. When Paramount first announced the system it was said that anamorphic prints could be made but the company has not utilized this phase of VistaVision.)

The Technicolor announcement said the new system is "unique in its depth of focus, screen illumination, definition and equal distribution of color without distortion." Release prints are compatible with any standard large screen installation, the company said.

Details of methods by which the system will be made available to producers were not disclosed but the announcement indicated that Technicolor would control the quality of all productions filmed in Technirama.

Technirama Cost

(Continued from page 1)

to a regular vertical-feeding 35mm position for projection.

¶The 35mm positive film produced in that way can be provided in any aspect ratio from anamorphic 2.55-to-one down to 1.66-to-one.

¶Release prints will be sold at the prevailing price for all other Technicolor release prints. (Negatives will be higher, due to the double amount of footage.)

The announcement heralding Technirama stated that Universal-International's "Night Passage" would be the first production to be filmed in the new process.

UA Preparing Data On Post-1948 Films

United Artists is compiling "facts and figures" about the post-1948 film product which it is contemplating selling to television, it was reported yesterday.

The company, which has a package of 39 films ready for sale to tv outlets, said it is investigating each picture separately. The company is seeking to find out just how many musicians were employed in each film, how many actors, the salaries which were paid, etc., so that negotiations could be held with representatives of guilds and unions which would secure royalty rights on all television film sales.

'W & P' Today in Phila.

Paramount's "War and Peace" will open today at Philadelphia's Stanley Theatre, which becomes the third theatre in the country to play it. The film currently is in its fifth week at New York's Capitol, and will enter its fifth week at the Hollywood Paramount Friday.

One Man's TVViews

By Pinky Herman

PAGING Horatio Alger, Jr. William N. Davidson, who started as a messenger boy at NBC in 1938 has just been named general manager of WRCA and WRCA-TV by Veep Thomas B. McFadden. Well, when one stops to consider, there aren't many college graduates who would even consider the position of "messenger," and that's one of the unusual features of Davidson's character. When he applied for a job at NBC in July of 1938, the sheepskin under his arm attested to the fact that he'd just completed a four-year course of study at Colgate University. . . . NBCCommencing Monday, October 1, Ernie Kovacs will share with Steve Allen the "Tonight" time segment, taking over the Monday and Tuesday portion of the week. Barry Shear will direct. Meanwhile, Perry Cross, who formerly was producer of the Kovacs programs, is the new NBC program supervisor and will work with Max Liebman on the new "Stanley" situation NBCComedy tv'er which bows in Monday in the 8:30-9:00 P.M. slot. . . . DeeJay Bill Bradley, who took over Peter Potter's Monday thru Friday (9:30-12:30 noon) KLACtivities in Hollywood some eight weeks ago has been doing a grand job, not only retaining P.P.'s audience but adding new listeners.

★ ★ ★

A telegram from Jackie Gleason asks if we'd like to join him and a few friends (last time we joined Jackie at a similar event the few friends totalled several hundred strong) at a party at Toots Shor's next Tuesday tossed by Bulova Watch Co., Old Gold Cigaretts and CBS-TV. We make it a point never to miss a Gleason party. . . . Had a chat with Bill Berns, WRCA and WRCA-TV news and special events editor, yesterday and were amazed at the up-to-the-minute and detailed knowledge that gentleman possesses on the international television situation. But then we subsequently learned that Berns had personally visited numerous tv centers on his round-the-world trips and even now teaches the subject at Columbia University. . . . Matthew B. McBride, general sales manager for Video Pictures, responsible for an eloquent series of film commershills, featuring skating champ Barbara Ann Scott, now rolling at the West Coast Sound Studios on W. 57th St. Pix plug the New Departure Division of General Motors thru D. P. Brothers Agency.

★ ★ ★

Announcer Joe Given, who has been turning in a terrific emcee job these past few weeks on the stage of the Roxy Theatre, is being eyed by tv AND film execs. The tall, handsome ex-GI is without doubt one



Joe Given

of the most talented of the younger crop of announcers and we're betting that Given is headed for the top. . . . Peter Elgar has appointed Philip Frank a partner and vice-president of Peter Elgar Productions. Frank switched from George Blake Enterprises where for the past three years he was veep in charge of sales. . . . Mitch Hamillburg is making the rounds of Hollywood producers with Chic Farmer's script of "The Mabel Wayne Story," and knowing the colorful La Wayne and the fine compositions she's written, we think such a picture is a cinch for box-office success. . . . John Lupton, star of 20th Century-Fox telefilm series "Broken Arrow," is headed East this week and after making several p.a.'s in key cities en route, will arrive at Broadway Canyon Monday in time to help launch the telefilm series TVia the ABChannels.

★ ★ ★

Farley Granger has been CBSigned to co-star with Eddie Cantor in a "Playhouse 90" TVehicle, "Sizeman and Son" which will be seen early this Fall. . . . ABC-TV's "Navy Log" series, which is skedded to start Wednesnite for American Tobacco will be co-sponsored by U.S. Rubber Co. Incidentally, this net's Wednesday nite and Friday skeds are completely sold out. Arthur Godfrey's programs (Wednesnite 8:00-9:00 P.M.) will be in color CBStarting next week.

Ascap Plea

(Continued from page 1)

have been necessary when it founded in 1939 to rival ASCAP the radio networks' protection."

It was not being suggested ASCAP be left as the only music guild, Finkelstein said. ASCAP would object to a rival organization, so long as it was not a tool of a network combine, as ASCAP has charged it with being.

Earlier in this session of the hearings, Billy Rose, showman and mer songwriter, told the Congressmen that "by their own admission a trade publication, BMI said 74 per cent of the songs on 'The Parade' are published by their group."

Rose told the committee that "most certainly" felt that "that much power in one set of hands isn't good for American music."

Writers Guild Sues NBC In 'Unfair Labor' Charge

A law suit seeking damages in excess of \$1,000,000 from the National Broadcasting Co., Inc., was filed yesterday by the Writers Guild of America, East, Inc., in the United States District Court for the Southern District of New York.

The action followed by four days the filing of a formal unfair labor practice charge against NBC through the National Labor Relations Board by the same organization of radio, television and motion picture writers.

Both the law suit and the NLRB complaint are based on Guild charges that NBC paid to enroll a number of Guild members in another union without their knowledge or consent. The writers involved are among the more than 70 employed on news and special events programs produced from New York by NBC under terms of a contract which names the Guild as the sole and exclusive collective bargaining agent.

Stellings Favors

(Continued from page 1)

problems has already taken place and will take place again," he said.

Stellings, commenting on conditions in North and South Carolina, where his circuit operates over 100 theatres, said there are two main problems. "Both problems are inter-related and could be solved. They are the lack of sufficient good motion picture product and the lack of an orderly distribution program," Stellings said.

Wilding Realignment

An extensive realignment of executive personnel has been made on the board of directors of Wilding Pictures Productions, Chicago, it is announced by C. H. Bradfield, Jr., president. I. S. Thompson is now executive vice-president; James A. Kello is vice-president and general manager and Jack A. Rheinstrom is vice-president in charge of sales.

Schneider

(Continued from page 1)

Varners in 1923 in the accounting department. Progressing through various executive posts, he became assistant to the president and was elected a vice-president and director of the company in November, 1944. Last July, when control of the company passed to a syndicate headed by Serge Semenenko with Jack L. Warner as president, it was announced specifically that Schneider would remain as treasurer. Hence yesterday's announcement was a surprise.

Ask Clarification

(Continued from page 1)

operations, at a two-hour public hearing before the State Board of Standards and Appeals today. The request was officially described as having considerable merit.

J. Dewey Lederer, Schine director of construction maintenance and the only speaker with theatre connections, cited numerous provisions which, if applied to present structures, would be expensive. Among those he mentioned were changed requirements for aisle, auditorium and emergency lighting. Reporting these standards surpassed those which he scientifically checked, with Board representatives in 1950 at theatres, including the Paramount and others within the Times Square district of New York and many Schine houses, Lederer argued they were too severe. Charles N. Morgan, board engineer and author of the revised code, commented, "Present lighting standards in motion picture theatres are adequate for safety."

Golden to Coast

(Continued from page 1)

which had filed a title employing Stan's name on behalf of Darryl Zuck. The ruling was based on the principle that a historical title cannot be pre-empted except when the subsequent title is readily distinguishable from the first. This condition had not been met by 20th-Fox, the bureau ruled.

New Equipment of RCA Will Aid TV Reception

PITTSBURGH, Sept. 18.—A new technique, which is said to effectively reduce the alternating light-and-dark effect of co-channel interference on television sets in many areas lying between stations broadcasting on the same tv channel, has been announced here by the Radio Corporation of America.

The development was described to a professional group of the Institute of Radio Engineers by W. L. Behrend, of the technical staff of RCA's Davidarnoff Research Center at Princeton, N. J. He said that test equipment employing the new technique has been a successful operation during the past two months at two Channel 4 stations of the National Broadcasting Co.—WRCA-TV in New York, and WRC-TV in Washington, D. C.

REVIEW:

The Brave One

RKO Radio-CinemaScope

AN INTERESTING variation on the well-worn theme of a boy and his love for an animal is offered in "The Brave One," which the King Brothers produced on a lavish budget in CinemaScope and Technicolor for RKO release. Starring the likable child actor, Michel Ray, seen last year in "The Divided Heart," this Mexican-backgrounded tale of a child and the bull he has nurtured and loved from its birth, and finds he must sacrifice to the bull ring and the inevitable death awaiting it, is touching and true. While the sentiment is over-emphasized at times, and there are such far-fetched elements as the attempted intervention of the President of Mexico himself in the boy's behalf to save the bull, this is a solid bet for family audiences, who will find its message inspirational and its emotions authentic.

Especially eloquent is the final scene in the bull ring, when the bull proves himself truly a brave one and by his valor and persistent refusal to let the matador tire him, wins the rare "indulto" from the crowd.

An "indulto" is the crowd's request that the bull be allowed to live. The boy, who had tramped all the way to the presidential palace to get a letter from the chief executive testifying to his ownership and thus saving the bull, is in despair when he arrives too late, for his pet is already in the arena. His sorrow turns slowly to joy as the bull demonstrates his right to life.

Earlier scenes on the ranch where boy and bull grow together are likewise interesting, and there are breathtaking views of the unique Mexican countryside. The production values are high; the color and CinemaScope have been employed to telling effect by noted photographer Jack Cardiff; Harry Franklin's screenplay based on a story by Robert Rich has been ably directed by Irving Rapper; and the King Brothers, Maurice and Frank, whose productions grow steadily more ambitious, should have no reason to regret the large budget expenditure here. Exhibitors will find that it pleases all types of audience. Running time, 100 minutes. General classification. For September release.

LAWRENCE J. QUIRK

Tickets on Sale Monday For 'Around the World'

Tickets will go on sale Monday at the Rivoli Theatre here for Michael Todd's production of "Around the World in 80 Days," which will have its world premiere at the house Oct. 17.

David Niven, Cantinflas, Shirley McLaine and Robert Newton head the cast of 45 stars in the Todd-AO film, which will play evening performances and three matinees a week at the Rivoli.

'Best Things' Preview

Twentieth Century-Fox's CinemaScope production of "The Best Things in Life Are Free" will be given a Hollywood-style preview at New York's Academy of Music tomorrow at 8:30 P.M. The advance showing of the musical drama portraying the careers of songwriters DeSylva, Brown and Henderson will be attended by celebrities of stage, screen and tv industry figures, columnists and representatives of the trade and metropolitan press.

WOMPI Meeting Set

ATLANTA, Sept. 18.—The third national convention of the Association of Women of the Motion Picture Industry will be held here Sept. 28-30, at the Dinkler-Plaza Hotel.

Open Fox East Sales Local Meet Tomorrow

Merchandising programs for 12 pictures being released by 20th Century-Fox through the end of 1956 and the implementation of plans for the second half of the company's "World Showmanship" drive will form the agenda of a two-day meeting starting here tomorrow of the company's Eastern sales division.

Called by Martin Moskowitz, Eastern division manager, the conference will be attended by district managers Abe Dickstein, Atlantic, and Al Levy, Northeast, and managers of the company's eight Eastern Division exchanges.

Branch managers present will be Alex Arnsvalder, New York; Sam E. Diamond, Philadelphia; Nat Rosen, Pittsburgh; Ira Sichelman, Washington; Clayton G. Pantages, Albany; Weldon Waters, Boston; Charles B. Kosco, Buffalo; and Shepard Bloom, New Haven.

New Radiant Plant

CHICAGO, Sept. 18.—An \$1,800,000 plant and office building will be built on a 13-acre site in Morton Grove for Radiant Manufacturing Corp., manufacturer of projection screens for both theatre and home use, it is announced by the company.

Goldwyn, Jr.

(Continued from page 1)

stars Victor Mature and two "new people," Karen Steele and James Olson—a pair which received highly favorable praise from sneak preview audiences, Goldwyn said.

The holiday openings will be pre-



M. P. DAILY picture

SAMUEL GOLDWYN, JR.

ceded by a publicity campaign that has an unusual tie-in, he said. Promotion for the picture will be connected with advertising for the shark leather industry, which is engaged in a heavy ad campaign to regain a place of importance in the apparel industry, which it lost in past years, according to Goldwyn.

Recounts Meeting

"The tie-in came about through lucky coincidence," Goldwyn said. "We spent so much time shooting on the Isle of Pines, off of Cuba, that we got a wire from the shark leather manufacturers asking when we expected to finish the picture. The Isle of Pines is the largest commercial shark-hunting area in the world, and it seems we'd been using their fishermen so long we had depleted the supply of shark skin." The two industries got together at that point, Goldwyn said, to boost each other's product.

Pa. Allied To Study State's Admission Taxes

PITTSBURGH, Sept. 18. — Ways and means of amending the Pennsylvania Enabling Act, which permits cities, boroughs and townships to assess 10 per cent admission taxes to theatres, will be among the major topics to be discussed during the two-day convention of the Allied Motion Picture Theatre Operators of Western Pennsylvania in Hotel Roosevelt, Oct 1-2.

A key speaker will be Robert S. Coyne, special counsel of COMPO.

David Wilson

LAKE CHARLES, La., Sept. 18. —Funeral services were held here for David Wilson, 56, veteran Lake Charles radio and television executive, who died of a heart attack. He was general manager of the Calcasieu Broadcasting Co. and was active in management of KPLC radio and KPLC-TV until this summer.

the
pretty
teacher...

...and
the
boy who
couldn't
wait to
be a man!

...now—after school—
in the deserted halls,
they faced each other!

43,000,000 WOMEN ARE BEING PRE-SOLD ON "THE UNGUARDIAN"
25 *Woman Appeal* publications!... another example of Universal

The **UNGUARDED** **MOMENT**

...“taut,
absorbing drama...bristles
with excitement...explosive
climax...a sure-fire
Box-office contender”

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ESTHER WILLIAMS • GEORGE NADER **THE UNGUARDED MOMENT**

TECHNICOLOR®

Co-starring the exciting new personality **JOHN SAXON** with **EDWARD ANDREWS • LES TREMAYNE**

Directed by **HARRY KELLER** • Screenplay by **HERB MEADOW** and **LARRY MARCUS** • Produced by **GORDON KAY** • A **UNIVERSAL-INTERNATIONAL** PICTURE



**MOMENT” Through a National Magazine Ad Campaign in
powerful pre-selling in the Big Profitable Woman’s Market!**

... NEWS ROUNDUP

Plans New Trends Service

A new monthly analysis of trends in amusement subject matter will be made available late next month by Leonard Spinrad, industry consultant who has been providing studies on a private basis for major motion picture companies for the past few years. Entitled "Spinrad's Detailed Analysis of Trends in Amusement," the new service will be designed to provide "factual material from which long-range amusement patterns can be determined."

Wadsworth Heads Council

The Hollywood A.F.L. Film Council at a meeting yesterday elected Henry C. Wadsworth as president. He succeeds George Flaherty, who takes over the vice-presidency.

Academy Governors to Meet

The board of governors of the Academy of Motion Picture Arts and Sciences will meet in Hollywood tonight.

U-I To Re-Release 'Killers'

"The Killers," Universal-International re-release now playing at the Joy Theatre in New Orleans and the RKO Palace in New York, will be paired with "The Sleeping City," another Mark Hellinger production, for a regular November re-release by the company.

'Unknown' Here Sept. 27

Warner Bros.' "Toward the Unknown," starring William Holden, will open at the Paramount Theatre here on Sept. 27.

Start Ill. Fund Drive

Jack Kirsch, president of Allied Theatres of Illinois, and this year's amusement division chairman of the 1956 Community Fund Campaign, has announced that organization of committees has been completed and activity will start immediately. Dave Wallerstein, general manager of Balaban & Katz Corp., will assist Kirsch as co-chairman.

'Seven' to Columbia

Columbia Pictures has acquired the American distribution rights to the prize-winning Japanese film, "The Magnificent Seven," in association with Joshua Logan, film and stage director. Logan, who saw the film in Japan, and recommended that Columbia secure it, will receive a percentage of the grosses to be derived from exhibition of the film here.



M. P. DAILY picture

NAMES. That was the business yesterday as TOA's nominating committee met in the Sherry Netherland. In array at their labors are Richard M. Kennedy, of Birmingham, Ala.; Edwin Gage, Oakhurst, N. J.; Bob Livingston, Lincoln, Neb.; Mitchell Wolfson, Miami; E. D. Martin, Columbus, Ga.; and Albert M. Pickus, right, their chairman.

TOA Registration Beginning

(Continued from page 1)

manship of Albert M. Pickus of Stratford, Conn.

Wolfson's group was concerned with the TOA budget for the past year, convention expenditures and finances, and setting the organization's budget for the coming year, it was reported.

Officers Being Chosen

Pickus' committee was concerned with selection of a new slate of officers of 1956-57.

According to reports, the most difficult task which confronted the nominating group was in finding out which TOA member would be available and willing to serve as successor to president Myron N. Blank. It was said that the committee narrowed its selection down to two prominent candidates—Ernest Stellings of Charlotte, N. C., and J. J. Rosenfield of Spokane.

Board Meets Today

The TOA board of directors and executive directors committee, which meets at the Hotel Pierre here today to discuss a multitude of problems, will be presented with the Pickus

committee report and recommendations for action.

The TOA convention opening tomorrow will be marked by international greetings which will be extended by exhibition officials from France, England, Israel, Italy and Mexico. Slated to speak for France is Thierry Defelon, delegate general of the National Federation of French Cinemas and a director of the International Exhibitors Group. Delafon heads a 38 member delegation from France to the meeting.

Several Nations Represented

Representing Great Britain will be Theodore Hinge, treasurer of CEA. The General British Film Production Association will have Major Daniel Angel as its representative at the convention. Yeruham Wardimon will represent Israel. Italo Gemini will represent Italy and Mexico will be represented by Lic. Roberto C. Cervantes.

Other TOA activities yesterday included the shifting of headquarters from 1501 Broadway to Room 606 at the Coliseum for the duration.

Make 1st Films-to-TV Deal with Japanese

The Atlantic Television Corp. has sold 15 of the motion pictures in its "Million Dollar Package" to the Japanese government's station in Tokyo, the Nippon Hoso Kyokai, in what is said by David A. Bader, ATC president, to be the first tv deal in Japan for feature films made with an American company.

The deal was closed through the facilities of International Radio and Television Programs, headed by Adrienne Moore Douglass.

Atlantic has previously made another "first" deal for its features in the overseas market by selling 65 pictures to TCN, Sydney, Australia, several weeks ago.

Hollywood Starts Nine; Completes Ten Films

HOLLYWOOD, Sept. 18—The production chart carried a total of 49 pictures this week—one "picture" less than last week. Nine new pictures were started and ten others were completed. Started were: "Rhythm and Blues" and "The Admirable Crichton," London Films (Columbia); "Pawnee," Gross-Krasne Prods., Eastman Color (Independent); "Do Re Mi," CinemaScope, and "Fury at Rock River," Regal Films (20th Century-Fox); "Trooper Hook," Field Prod., and "Man on a Motorcycle," Jana Film Enterprises Prod. (United Artists); "Man Afraid" (Universal-International); "Melville Goodwin, U.S.A.," (Warner Bros.).

National Pre-Selling

PORTLAND MASON, daughter James Mason, proves to be interesting subject for an entertaining article in "Collier's" Sept. issue.

Portland played with her father "Bigger Than Life." This is her fourth film. The author of the "Collier's" piece is Robert Marks, who says "one of the most adroit manipulators of the English language Hollywood has yet produced is pre-starlet Portland Mason, the seven year old daughter of James and Pamela Mason."

A review which is both sincere and discerning on "The Bad Seed" appears in the Sept. 17 issue of "Life."

The reviewer says, "it is the story of a sweet little girl with sparkling blue eyes and beribboned pigtail who keeps to herself, plays with dolls and murders people who annoy her."

Patty McCormack, who played the ghoulish, sprightly little girl in the Broadway stage play of "The Bad Seed," has this uncommon part in the film. Photos of this new child star dominate the lead page of the review.

"The Solid Gold Cadillac" and its star, Judy Holliday, receive a substantial plug in "The People Are Talking" department of "Vogue's" September issue.

A striking page ad on "Tea and Sympathy" appears up front in the September 22 issue of "Saturday Evening Post."

Ed Miller reports in the September issue of "Seventeen" that Spencer Tracy and Robert Wagner play twin brothers who make a terrifying climb up the face of a great, icebound mountain in the Alps in search of a wrecked passenger plane.

Louis Berg, "This Week" movie editor, visited Marlon Brando on location in Japan for "Teahouse of the August Moon."

Berg says "The key to Marlon Brando's character is that he can't bear to lose at anything." To prove his point, Berg wrote an article for the Sept. 16 issue of "This Week," which he illustrated with photos showing Brando diligently competing with the Japanese crew of "Teahouse" in the games of the Tokyo rope trick and Indian wrestling during lunch hour.

"The Ambassador's Daughter," reports Florence Somers in the current issue of "Rdebook," is a frothy, light comedy about pleasant people. It has some amusing dialogue and some lovely color shots of Paris and a fashion show and a lot of beautiful clothes."

WALTER HAAS

MOTION PICTURE DAILY

Concise
and
to the
Point



All
the News
That
Is News



80, NO. 57

NEW YORK, U. S. A., THURSDAY, SEPTEMBER 20, 1956

TEN CENTS

Confident

Warner Sees
Era of Film
Quality Ahead

Market for Superior Films
Larger Than Ever, He Says

By SHERWIN KANE
(Picture on Page 11)

message of optimism and confidence in the future on the part of the Warner Bros. Pictures Co. management was given to the New York Metropolitan and trade press representatives by Jack L. Warner, president, at a luncheon at 21 Club here yesterday.

Referring to the recent entry into the company of Boston banker Serge Senefonte and New York financier Charles Allen, Jr., who headed a syndicate which acquired the stock holdings of Harry M. and Major Albert Warner, the new company president described them as "business as well as social men" who would be extremely helpful.

(Continued on page 11)

Jack Warner Praises
Exhibitors' Work

Jack L. Warner, president of Warner Bros., diverged from a talk to the exhibitors on his company's plans and outlook yesterday to make some complimentary remarks to the theatre operators, with particular reference to those attending the Theatre Owners of America annual convention, which is opening here today. "Exhibitors as a whole," Warner said, "are to be commended for doing the job of keeping their theatres active and inviting to the public and operating smoothly. They are getting their full share in difficult times in a period of flux."

TOA Directors Reaffirm Faith in Arbitration

Stellings Is
Elected New
Head of TOA

Ernest Stellings, president of Stewart-Everett Theatres, Charlotte, N. C., has been elected president of Theatre Owners of America, succeeding Myron N. Blank, it was announced here yesterday following a combined meeting of the TOA board of directors and executive committee.

Stellings, who acted as an assistant to the TOA president during the past year, will serve a term of one year. Blank will succeed E. D. Martin as chairman of the board of directors of TOA.

The selection of Stellings as head of TOA by the nominating committee, which was composed of chairman Albert M. Piekus, Robert R. Livingston, Edwin Gage, Mitchell Wolfson, E. D. Martin, R. M. Kennedy

(Continued on page 10)

Pinanski Announces EFFF Will Be
'Inactive'; To Return Subscriptions
Totaling \$350,000 in Cash, Pledges

By LESTER DINOFF
(Pictures on Page 7)

(Convention Program on Page 6)

The board of directors and executive committee of Theatre Owners of America, Inc., and the board of directors of Exhibitors Film Finance Group, Inc., at their combined meeting at the Hotel Pierre here yesterday, reaffirmed their faith in an industry arbitration and conciliation system and decided to "inactivate" EFFF by returning stock subscriptions totaling about \$250,000 in cash and \$100,000 in pledges to subscribers.

DuMont Will Produce
Chromatic Color Tube

Allen B. Du Mont Laboratories, Inc., and Chromatic Television Laboratories, Inc., have reached an agreement whereby Du Mont will undertake immediately a program aimed to get the Chromatic single-gun color tube and the color television set using the Chromatron into production. The announcement was made jointly by David T. Schultz, president of Du Mont, and Paul Raibourn, chairman

(Continued on page 13)

REVIEW:

WRITTEN ON THE WIND

U-I—Technicolor

HERE IS mature melodrama, raised to high drama by a quartet of superb acting performances, well told, beautifully photographed, adroitly edited and directed and produced with smooth competence. With the marquee names of Rock Hudson, Lauren Bacall, Robert Stack and Dorothy Malone, its intrinsic worth as solid dramatic entertainment, and the ticket-producing talk that it is bound to generate, this major U-I effort is certain to make box office news and records.

Capping the overall excellence of the production is a performance by Miss Malone which marks her as a mature actress and which could nomi-

(Continued on page 12)

The actions by the TOA directors and EFFF board were announced at a press conference by Herman M. Levy, TOA general counsel, and Samuel Pinanski, EFFF board chairman. The meeting was also attended by Daniel Angel, representing the British Film Producers Association, and Edward Hinge, representing the Cinematographique Exhibitors Association of Great Britain.

Levy said the TOA directors and executive committee passed three resolutions—one dealing with arbitration and conciliation, another with product and foreign pictures, and the third

(Continued on page 10)

Warner Favors Lone
Meets With Customers

Warner Bros. is willing to meet with exhibitor representatives to discuss mutual problems but would prefer that the meetings be held without other companies' executives present, Benjamin Kalmenson, executive vice-president, said in reply to a question put to him at a press luncheon given by the company yesterday.

The company's indicated attitude

(Continued on page 11)

UA

WELCOME TOA DELEGATES!

UA

PERSONAL MENTION

ILYA LOPERT, president of Lopert Films, returned to New York yesterday from Europe.

EDWARD JOSEPH HINGE, past president and now honorary treasurer of Cinematograph Exhibitors Association of Great Britain and Ireland, will arrive in New York today from London via B.O.A.C.

MILTON E. COHEN, United Artists Eastern and Southern division manager, will return to New York today from Detroit.

CONSTANCE CUMMINGS is scheduled to return to New York today from London via B.O.A.C.

ADOLPH WERTHEIMER, executive vice-president of Radiant Manufacturing Co., Chicago, has left New York for Germany and other countries on the Continent.

JEROME EVANS, in charge of promotion for Universal Pictures, has been reappointed as an instructor in marketing at the Bernard Baruch School of Business Administration, College of the City of New York.

GILBERT KANOUR, for many years drama and film critic of the "Baltimore Evening Sun," has severed his connection with the newspaper.

SOL C. SIEGEL, producer, will arrive in New York from the Coast tomorrow and will leave here three days later for Europe.

RICHARD THORPE, director, will arrive in New York from the Coast tomorrow and will leave here later the same day for Europe.

CLARE CATALANO, director of the story and adaptation department for I.F.E. Releasing Corp., has resigned that post.

RICHARD HEARNE, British actor, has returned to London from New York.

Fete Europeans Today

European exhibitors here for the Theatre Owners of America convention will be feted by the Motion Picture Association of America at a cocktail reception at 5 P.M. today in the Hotel Waldorf-Astoria.

EDITORIAL

An Important Trade Convention

By Sherwin Kane

FOR the next several days New York will be the theatre and equipment capital of the world, with hundreds of leading exhibitors from every section of the country here to attend the annual convention of Theatre Owners of America, the equipment trade show and theatre concessions conferences. It will be a valuable opportunity to see, to listen and to learn.

In the four days of meetings and exhibits, convention planners wisely have included enough discussion subjects and business promotion ideas to make this one of the most practical and constructive exhibitor gatherings ever held.

The theatre owner who comes here with the intention of absorbing information and new ideas concerning the operation of his business and the stimulation of patronage for his theatres should not be disappointed.

In addition to the convention benefits and attractions, visiting exhibitors with special problems will have an opportunity to discuss them with responsible home office executives. Virtually every distribution official whose duties permit him to be in New York during the convention will be at home to each and every exhibitor who wishes to see him.

Every indication in advance of the convention opening points to a record attendance. That is sincerely to be hoped for because it has so much of value to offer.

TOA, TESMA, TEDA and PCA officers and convention committeemen are to be congratulated for their sound planning of an outstandingly constructive industry gathering.

SAG Moves Against 2 To Net Re-Run Fees

HOLLYWOOD, Sept. 19.—Screen Actors Guild executive secretary John L. Dales today announced that the guild will sue for court judgment against television film producers who are delinquent in payments of re-run fees due actors.

Dales said the first steps in this direction were taken today when Roland Reed TV Productions and Hal Roach Studios were presented with formal demands for arbitration of SAG claims for residual payments, estimated to exceed \$100,000, due actors in "My Little Margie" and other tv series.

Dales said such demand for arbitration is a prelude to procedure, agreed to in basic contracts, leading to suit, of necessary, in Superior Court for judgment.

Jerry Lewis Will Head Coast Charities Drive

HOLLYWOOD, Sept. 19.—Permanent Charities Committee president Larry Weingarten today announced the appointment of Jerry Lewis as chairman of the PCC drive which opens next month.

Lewis succeeds Walter Pidgeon, chairman of last year's campaign, which raised \$1,161,410 for distribution among 17 charities here.

Weingarten said, "Last year more than 22,000 persons contributed to our industry's charities. . . During the past 15 years more than \$18,000,000 has been collected in this way."

MPEA Appoints Two For Colombia Trip

Herbert J. Erlanger, assistant secretary and treasurer of the Motion Picture Export Association, and Roy C. Kimmerle, of the MPEA foreign tax department, were appointed to negotiate with the government of Colombia, S.A., over new film import taxes in that country at a meeting yesterday of MPEA's foreign managers. They will leave shortly for Colombia, according to Taylor Mills, assistant to the vice-president.

Progress reports were presented at yesterday's session on the Spanish embargo and the Philippine situation, which was described as "impossible" in regards to taxes and limitations on U.S. imports.

N. Y. Preview Tonight Of 'Best Things in Life'

Stars of the entertainment world, prominent exhibitors, nationally syndicated columnists and representatives of the motion picture and metropolitan press will converge on New York's Academy of Music this evening for a preview of 20th Century-Fox's "The Best Things in Life Are Free" in CinemaScope.

Preceding the attraction's official opening Sept. 28 at the Victoria Theatre, this evening's Hollywood-styled showing is designed to generate advance word-of-mouth and national press attention for John O'Hara's portrait of the Jazz Age. Newspaper and wire service photographers will be present to snap celebrity arrivals, and coverage by local and network radio stations is being arranged.

'Glittering' Premiere For 'Guys' in London

by PETER BURNUP

LONDON, Sept. 19.—Samuel Goldwyn's "Guys and Dolls" opened here last night before a glittering audience headed by field marshal Lord Montgomery and the Lord Mayor of London. The film received a clamorous ovation, which was reflected by national critics, one of whom called "pure 22-carat Goldwyn gold."

The premiere, which was sponsored by the Variety Club, produced an excess of £7,000 (\$19,600) to aid the Variety Heart Fund. Goldwyn will arrive in New York by air tomorrow.

Ask Lists of Stars And Films for Awards Poll

All film distributors have been asked by Robert W. Coyne, COMPTON special counsel, to submit the names of pictures and personalities that they "deem most worthy" to be put in contention for the second annual Audience Awards election, which will be held in theatres throughout the country from Christmas Day to January.

In letters sent to the general sales managers of all the major companies as well as to American distributors of foreign pictures, Coyne has requested that each distributor's list of pictures and personalities be delivered to COMPTON not later than Oct. 5. All pictures are eligible to bear the seal of the Production Code Authority and that will have been released during the year ending September 30.

Realign S-W Managers In Northeastern Zone

HARTFORD, Sept. 19. — Harry Feinstein, northeastern zone manager for Stanley Warner Theatres, has announced a realignment of district managerships.

James Tobin, formerly in charge of theatres in Massachusetts and upper New York, assumes supervision of western Connecticut and upper New York; Nick E. Brickates, formerly Connecticut district manager, takes charge of eastern Connecticut and Massachusetts. James M. Totman, assistant zone manager, continues to supervise the seven "A" houses in the northeast.

THERE'S ONE LEADER IN EVERY FIELD!

IN SPECIAL TRAILERS

ITS FILMACK

CHICAGO, 1327 S. WABASH
NEW YORK, 341 W. 44th ST.

TRY US ON YOUR NEXT ORDER AND SEE WHAT WE MEAN!

MOTION PICTURE DAILY, Martin Quigley, Editor-in Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Storck, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone Hollywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams, Editor, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone Circle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign; single copies, 10c.

PEOPLE

New Orleans Heralds Fall With 'Go To Movies Week'

Special to THE DAILY

Manie Sacks, vice-president of RCA, and active in Philadelphia communal affairs, has been named chairman of the public relations committee for the Robert Einstein Medical Center there. He was also named a member of the hospital's research and medical education committee.

Dave Weinstein, who managed the Atlantic Drive-In, Pleasantville, N.J., which closed for the season, has joined the Sablosky Theatres circuit, Philadelphia, to manage the recently opened Valley Forge Drive-In at King of Prussia, Pa.

William Anelante, former manager of Loew's 83rd Street Theatre here, has transferred to NBC-TV. He will be in plant operations as studio manager. He had been associated with Loew's Theatres for 23 years before resigning for the NBC post.

Martin "Mickey" Rich has resigned management of Telson Studios, Long Island City, to join Mel Gold Productions, as production supervisor. He replaces Robert E. Gips, vice-president in charge of production, who is now at the Coast.

Hans Richter, pioneer documentary and experimental film-maker, has announced his retirement as director of the Institute of Film Techniques, College of the City of New York.

William Goldman, head of the William Goldman Theatres in the Philadelphia area, has been elected to the board of directors of the newly-formed Academy of Music of Philadelphia, Inc.

Herman Comer has returned to the Stanley Warner Theatres, Philadelphia, working under Birk Binnard, publicity director. Comer was for many years a theatre manager for the circuit.

Irving Drutman has been engaged to handle the publicity and promotion campaign for the feature-length biography, "Albert Schweitzer," now being completed by Jerome Hill for late fall release.

Nora Mayer, daughter of Arthur L. Mayer, "War and Peace" promotion consultant to Paramount, will be married here on Sunday to Marc Brown, of the Cinerama music department.

Charles F. Reppe has been named head booker at the M-G-M exchange in Boston. He replaces Nate Oberman, who has resigned to go to the West Coast.

NEW ORLEANS, Sept. 19—Local theatres are kicking off the Fall season this week with a "Go To The Movies Week" promotion, to run through Saturday. The campaign is similar to other special promotional efforts conducted recently, or about to be commenced on the local level, in such cities, as Dallas, Atlanta and Boston.

New Orleans' Mayor DeLesseps S. Morrison issued a proclamation last week concerning the observance in which he paid tribute to "the advanced techniques devised by the motion picture industry and the diversity of subjects for exhibition which have led this form of entertainment to offer unprecedented interest to the American family."

Eight-Page 'Special'

Giving impetus to the campaign was a special eight-page extension of its Sunday Amusement Section published by the "New Orleans Item." It specifically saluted such forthcoming features of the Fall season as Columbia's "Solid Gold Cadillac"; M-G-M's "Tea and Sympathy"; 20th Century-Fox's "The Last Wagon"; Allied Artists' "Friendly Persuasion"; United Artists' "The Ambassador's Daughter"; Paramount's "War and Peace"; Universal's "Pillars of the Sky"; and Warner Bros.' "Giant."

The first inside page was headed "Movie Industry's Growth Phenomenal" and featured a story by Jere Wales, Sunday Editor of the "Motion Picture Section," tracing the history of the medium.

Variety Clubs Featured

Other pages consisted of columns and preview information on the above pictures, numerous advance stories from Hollywood and London; a story on drive-in theatres; a look-in on in-town and suburban independent theatres headed "Independent Theatres Extend Welcome"; a story called "Oscar Bids in the Offing"; a feature on Variety Clubs International with emphasis on local Tent 45.

In addition, all of New Orleans' first-run theatres and many of the suburban and drive-in theatres joined with the "Item" in participating in the observance with extra-space advertising.

UA Swiss Manager

Eugene C. Kniel has been named United Artists manager in Switzerland, it is announced by Arnold M. Pieker, vice-president in charge of foreign distribution. Kniel will headquarter in Geneva. He succeeds Leon Favre, who has resigned.

INDEPENDENT PRODUCTION--

Who, When and Why

This week's issue of Motion Picture Herald, dated September 22, will carry a complete story on the growth and flowering of the independent producer in Hollywood. Written by William R. Weaver, Quigley Publications' Hollywood editor, the story reports on and lists 165 independent producers and 300 of their planned productions.

... NEWS ROUNDUP

Farley Calls 'Giant' Meet

The first meeting of the "Giant" world premiere committee has been called by James A. Farley, who heads the group, for next Wednesday at 4:30 P.M. in the Roxy Theatre lounge. Plans will be made for the benefit world premiere on Oct. 10 at the Roxy of the George Stevens production. Proceeds of the premiere will go to Muscular Dystrophy Associations of America, Inc., of which Farley is national chairman.

'Trapeze' Scores Overseas

Hecht and Lancaster's "Trapeze" has set an all-time box office mark in Great Britain by grossing 46 per cent more than United Artists' previous record holder there, the company reports. It also said the film set an all-time UA high for both receipts and playing time with a five-week run at the Grand Gekijo Theatre in Nagoya, Japan. At the Gekijo Theatre in Tokyo, "Trapeze" has topped the distributor's best previous long run by two weeks.

Trip to Bermuda for Staff

The entire sales staff of "True Story Magazine" Women's Group will sail for Bermuda on Saturday aboard the "Queen of Bermuda." Members of the staff have earned the trip by exceeding last year's sales by approximately \$1,000,000.

City Syndicate Formed

Ben Marcus, along with three other Wisconsin businessmen, has joined a big national syndicate that plans to build a new city at a cost of more than \$50,000,000 west of West Palm Beach, Fla. The 25-man syndicate is headed by Samuel Friedland, of Philadelphia and Miami Beach. Marcus said he might build theatres in the new city to add to the chain of 26 indoor and outdoor theatres he owns in Wisconsin.

Philadelphia House Reopens

The Lawndale Theatre, in suburban Philadelphia, will reopen today with a foreign film policy.

'King's' London Record

LONDON, Sept. 19.—A new first week's box-office record has been established by 20th Century-Fox's "The King and I" at the Carlton Theatre here. It ended its first week topping by more than 200 pounds (\$560) "Three Coins in the Fountain," the previous record holder.

Todd Seeking To Halt L.A. Seizure of 'World'

From THE DAILY Bureau

HOLLYWOOD, Sept. 19—Producer Michael Todd has sought an injunction in Superior Court here to prevent Los Angeles County from seizing the negatives and prints of his new Todd-AO production "Around the World in 80 Days."

Notice of seizure was served Sept. 4 by the county tax assessor's office. The notice claimed that the producer was delinquent as of last March 5 in paying a personal property tax which was levied against the Michael Todd Company, Inc. The tax was set at \$86,271, or 30 per cent of the \$4,367,255 production cost.

Negatives in N. J.

The Todd company presented a brief which stated that the exposed and developed negatives of the film were in a laboratory in Fort Lee, N.J., when the tax assessment was made and were not brought into Los Angeles County until June when Technicolor in Hollywood undertook to bring to completion the development work.

According to the company, Los Angeles County has no legal right to impose the personal property tax under the circumstances. The court was asked to cancel the tax and to enjoin the assessor's office from seizing the picture and selling it to pay the delinquent tax.

UA and Fields Join To Make 'Anniversary'

"Anniversary Waltz," the long-run Broadway play, will be made into a film early in 1957, it is announced by Arthur B. Krim, president of United Artists and Fields Productions, Inc., which will make the picture. The filmed version of the Joseph Fields play will be the first of a series of motion pictures to be made by Fields Productions in association with United Artists.

Fields will produce and write. Fields Productions is headed by Ralph Fields, president, and George J. Schaefer, vice-president.

TO THE EXPERIMENTAL
ROCKET PILOTS, WHO CLIMB
ALOFT INTO THE UNSEEN, THE
UNCONQUERED AND
THE UNKNOWN, AND
WHO ARE PROBING
NOT ONLY OUTER
SPACE BUT ALSO THE OUTER
LIMITS OF MAN HIMSELF--
THIS PICTURE IS DEDICATED.



Here is

**WILLIAM
HOLDEN**

as Linc Bond, Rocket Pilot, U.S.A., in

TOWARD THE U

From Warner Bros. in WarnerColor

CO-STARRING

LLOYD NOLAN · VIRGINIA LEITH · CHARLES MCGRAW

WRITTEN BY BEIRNE LAY, JR.,
ASSOCIATE PRODUCER

A TOLUCA
PRODUCTION

FIRST ENGAGEMENTS: TUESDAY, BALTIMORE

WEDN





*Never
for sure
up there
-- but
always
for sure
... Connie!*

UNKNOWN

↓ ("THE BAD SEED!")

DIRECTED BY MERVYN LEROY

PRESENTED BY
WARNER BROS.



BUFFALO--THURSDAY, NEW YORK

TOA Convention Program Day-by-Day

New York City Coliseum

THURSDAY

8:30 A.M. to 6:00 P.M.—Registration at Coliseum.

9:00 A.M.—Fellowship Breakfast of Coliseum Cafeteria.

10:00 A.M.—Official Opening of International Convention.

Welcome Address — Sam Rosen, and Walter Reade, Jr.

Keynote Address — S. H. Fabian.

International Greetings—T. H. Delafon, France; Daniel Angel, England; Edward Hinge, England; Yernhan Wardimon, Israel; Italo Gemini, Italy, and Roberto C. Cervantes, Mexico.

Nominating Committee Report — Albert M. Pickus.

Report from the board of directors and executive committee meeting — E. D. Martin.

Convention Announcements.

12:00 Noon—Official Opening of Trade Show.

12:30 P.M.—Luncheon — John H. Rowley, Toastmaster.

Hosts:

Nehi Corporation.

Motion Picture Advertising Service—United Film Service.



Myron Blank
President



E. D. Martin
Board Chairman



Alfred Starr
Chmn. Exec. Comm.

2:00 P.M.—Committee Assignments — Coliseum.

Film Practices and Problems — France Room—Sidney Cohen, Nathan Greer, Herman M. Levy, Counsel; Small Theatre Owners' Problems, including film problems—Albert M. Pickus, Roy Cooper, Real Estate, Taxes and Insurance—Philip Harling, Morton Thalhimier, LaMar Sarra; Specialized Foreign Films—Sheldon Gunsberg, Walter Morris; Advertising and Publicity—Norris Hadaway and Abe Platt.

7:00-8:30 P.M.—Get Together Cocktail Party—Hotel Statler
TESMA, TEDA, PCA, TOA.

Cocktail Party for Foreign Delegates at Waldorf Astoria — M.P.E.A.

11:30 P.M.—Special Cinerama Screening "Seven Wonders of the World!"

FRIDAY

10:00 A.M.—Burton I. Jones, Chairman of the Morning Session.

SHOWMANSHIP DAY — Coliseum.

Report on National Showmanship Conference — Ernest Stellings, Henry Plitt; National Public Relations Program — Harry Goldberg.

12:30 P.M.—Luncheon — Sam Pinanski, Toastmaster; Leonard H. Goldenson, Speaker.

Hosts:

Alexander Film Co.

National Theatre Supply

Radio Corporation of America

Manley Inc.

La Vezzi Machine Works

Roy Cooper, Chairman of the Afternoon Session

Advertising Seminar — Norris Hadaway.

Committee Assignment Reports.

Trade Show Visitation

Evening Free — Open House in Suppliers Suites in the Hotel Statler.

SATURDAY

10:00 A.M.—M. A. Lightman, Sr., Chairman of the Morning Session.

Equipment Showmanship Forum in cooperation with TESMA.

Joseph Zaro, Edwin Gage and Don Hyndman — TOA panel members.

Afternoon Free.

7:30 P.M.—Pepsi Cola Circus Party — Grand Ballroom, Waldorf Astoria.

SUNDAY

2:00 P.M.—Board of Directors session if required.

MONDAY

10:00 A.M.—R. M. Kennedy, Chairman of the Morning Session.

Concession Forum in cooperation with PCA — Sylvan Myers, J. O. Hoover, Albert Florscheimer and Bert Nathan.

12:30 P.M.—Luncheon — Alfred Starr, Toastmaster, at Coliseum.

Address by Ogden Reid, II, president and editor of "Herald Tribune."



Walter Reade, Jr.
Conv. Exec. Chmn.



Albert Pickus
Vice-president



Herman M. Levy
General Counsel

Rosenfield, Chairman of the Afternoon Session.

Drive-In Forum — Horace Denning, Moderator. Panel Members — Jack Braunagel, Henry Griffing, Douglas Amos, Michael Redstone and C. L. Patrick.

6:30 P.M.—National Carbon Co. — Cocktail Party, Waldorf Astoria.

7:30 P.M.—President's Banquet — Grand Ballroom, Waldorf Astoria.

Host: Coca Cola Company.

Star-of-the-Year — William Holden.

The Directors Meet, Discuss, Elect

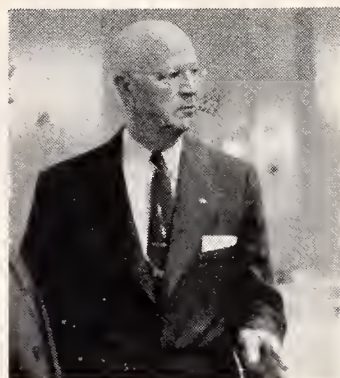
THE ACT, traditionally, in the Theatre Owners of America annual show, is the meeting of the board. Discussing the election of officers, the convention agenda and the issues to be decided, here are the directors. Today, and through Monday, the Coliseum.

[report by Floyd Stone]

E. D. MARTIN calls the morning session to order. With him, Albert Pickus, Mitchell Wolfson, Herman Levy, Alfred Starr, Myran Blank.



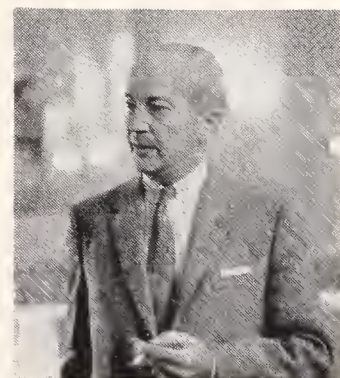
Jo Balaban and Roy Main, below



M. C. Tune of Shelbyville, Tenn.



Joseph Rosenfield of Spokane, with Ernest Stellings, Sam Rosen.



New president Ernest Stellings of Charlotte, N. C.

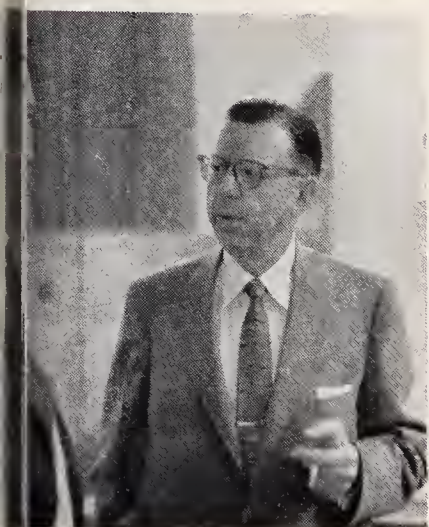
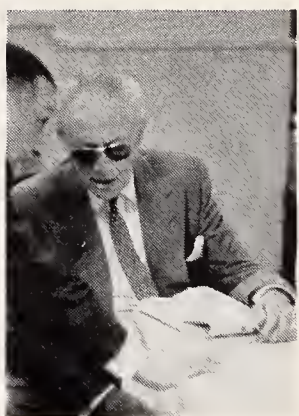
Sidney Morkley, below.



New England's Arthur Lockwood with Sam Pinonski, right, and Dallas's John Rawley discernible.



It's Ray Cooper at the left. Robert J. O'Donnell inclines an ear, below.



Left: Walter Reade, Jr., Edwin "Pete" Goge, Ed Fabian, Phil Horling, Sam Rosen.

Above: Art Adomson, Carl Anderson, Doc Cook, Tom Bloomer; and peering in, Myro Stroud.

M. P. DAILY pictures

FOR THE THIRD STRAIGHT YEAR. . .

RANDOLPH

IN THE GREATEST PICTURE OF HIS

7th

CAVALY

with **BARBARA HALE · JAY C. FLIPPEN · FRANK FAYLEN**

Screen Play by **PETER PACKER · A SCOTT-BROWN PRODUCTION · HARRY JOE BROWN**
Produced by

THE NUMBER ONE WESTERN STAR"

— BOX OFFICE

SCOTT

CAREER —

RY

TECHNICOLOR®

ANETTE NOLAN

Directed by

JOSEPH H. LEWIS

FROM

Columbia

... of Drive-ins

New Outdoor-Indoor Theatre

Prudential Theatres has under construction a new indoor-outdoor theatre on the Sunrise Highway at Bayview Ave., Amityville, Long Island. It is designed for a maximum capacity of 2,000 cars for the drive-in section and 1,300 patrons for the indoor division. The main structure will contain a cafeteria and concession area and a restaurant on the upper deck with a view of the outdoor screen. There will also be a dining and viewing terrace immediately in front of the concession building. The enclosed theatre will be a stadium type and will be open the year 'round for matinee and evening performances. The architect is Drew Ebersson.

◊

Opposes Conn. Drive-In

The Monroe, Conn., Police Commission has registered disapproval over Philip Cuccia's plans to build a drive-in theatre in adjacent Trumbull, Conn. The commission, writing to State Police Commissioner at Hartford, asserted that a drive-in theatre would create excessive traffic hazards on area roads. The State Police Commissioner has authority to approve or reject drive-in theatre projects in Connecticut.

◊

New Uses for Drive-Ins

Drive-in facilities are being used in the Toledo, O., area for purposes other than entertainment. Recently the Miracle Mile Drive-In, operated by Al Boudouris, was the scene of a political gathering of about 600 cars with admission by donation of \$10 per car to meet Mike DiSalle, Democratic aspirant to the governorship of Ohio. Strictly on the entertainment side of the program was presentation of a feature film and an array of vaudeville acts. And on a recent Sunday afternoon, the Jesse James Drive-In, headed by Jack Armstrong, was turned over to the Second Church of Christ, Scientist of Toledo for a free lecture on Christian Science.

Canadian Circuit Ready If Pay-TV Is Approved

OTTAWA, Sept. 19. — Famous Players Canadian Corp. is ready to launch subscription television in Western Canada by putting two stations into immediate operation with the Telceter system, provided it secures approval of its application to the government.

The Canadian Broadcasting Corp., the government agency, will hear both FPCC and others who are for or against pay-as-you-see television here tomorrow.

Dominion exhibitors, headed by Joe Strauss, head of the Theatre Owners Association of Quebec, are slated to appear before the CBC in opposition to the FPCC application.

TOA Is Still for Arbitration Stellings

(Continued from page 1)

with the Council of Motion Picture Organizations.

The resolution on arbitration reads: "Be it resolved that the board of directors and executive committee reaffirm their belief in the principles of arbitration and conciliation for the motion picture industry and authorize the president of Theatre Owners of America to appoint a committee to negotiate an arbitration and conciliation system as recommended by the Senate Small Business Sub-Committee. That they agree with the committee that many of the problems and disputes between exhibitor and distributor could be settled within the industry and that an arbitration system dealing with clearances, runs, competitive bidding, forced sales and contract violations would be a major step towards a more stable and prosperous industry and would lead towards increased production of good motion pictures."

U.K.-U.S. Compared

The second resolution read: "It is the feeling of the board of directors and executive committee that the release of American-made films are at a record low and that interest in British and other foreign product is at a record high. Consequently, the screens of members of Theatre Owners of America are more open than ever before in the industry history for suitable and playable British and other foreign films."

Levy said the resolution adopted towards COMPO, in effect, said that TOA expressed its gratitude towards COMPO for its work in behalf of the tax campaign and it also urged TOA members to continue active support to COMPO.

Will Meet Again Saturday

The TOA general counsel said that the board and executive committee will convene again on Saturday afternoon at the New York City Coliseum to discuss matters which haven't been touched upon thus far.

Pinanski, in talking about EFFG, the TOA-sponsored investment vehicle, emphatically declared that "it is not abandoned. The matter of dissolving is up to the board." Pinanski said that "we are inactivating EFFG because we cannot carry out the promises made at the vehicle's inception. We have not changed our attitude towards the basic need for such a group. There still is a basic need for more product and a need within the industry for a financial organization which would loan money to both producer and exhibitor alike."

To Urge Further Study

Pinanski said he will propose at the executive committee and membership meeting of COMPO, which will take place on Sept. 25, that a further study of such a group be undertaken. "I will crusade against the unsound economics which prevail in our industry," he said.

Angel, the producer of the British

production, "Reach for the Sky," an entry in the TOA Film Fair, said British producers are mindful of the U.S. market and interested in making broader inroads. He said motion picture business in the past six months "has never been better. Television's impact has only been on bad films." He also said he believes motion picture advertising could "become more adult."

First Visit of Hinge

Hinge said that this is his first U.S. trip and he has been in the motion picture industry since 1913. The CEA official said he is conferring with TOA officials as to "what could be done to widen the U.S. market for British product." He expressed a hope that his talks with TOA on this matter would "be fruitful." Asked how TOA could be of assistance in broadening the market for British product, Hinge replied "by booking them."

'Four Networks Needed,' DuMont Tells Hearing

Dr. Alan B. DuMont, president of DuMont Laboratories, yesterday told members of the Congressional subcommittee seeking evidence of a possible "monopoly" in the tv networks here that "at least four strong networks are needed to provide healthy competition."

His own network failed, he said, because it did not have a network of radio stations around the country which could build tv transmitters when tv reached their area, as the other networks did. Several owners of local tv stations around the country who have appeared before the committee this week also blamed the failure of small stations on the Federal Communications Commission, which they claimed moved too slowly to correct troubled situations which were reported to it.

Robert E. Kintner, president of the American Broadcasting Co., is scheduled to testify today at the hearings in U.S. District Court.

Suit Charges Republic Company Assets Wasted

A stockholders' action against the directors of Republic Pictures Corp. was filed yesterday in New York Federal Court charging Herbert J. Yates, president of Republic, and 18 other directors with "wasting company assets."

The suit charged that Yates used company funds, "with the disapproval of the stockholders," to produce 21 pictures since 1942 starring Actress Vera Ralston, who is also Mrs. Yates. Of these 21 pictures, the action alleged that 19 were financial failures. The action also charged that Yates also caused the company accounting system to be altered so as to conceal the alleged waste.

The suit, filed by Rose L. Stein-

(Continued from page 1)

and Albert Forman, was forecast in the MOTION PICTURE DAILY two weeks ago.

The new slate of officers for TOA for 1956-57 also includes the following: George Kerasotes, chairman of the executive committee; Samuel Pinanski, honorary chairman of the board; assistants to the president

Claude C. Mundo, administrative assistant to the president of Theatre Owners of America, Inc., has signed his post, it was announced here yesterday by Herman M. Levy, TOA general counsel. Levy said Mundo will relinquish his duties immediately after the TOA convention.

Nathan Greer, Roy Cooper, Samuel Rosen, J. J. Rosenfield and R. Kennedy.

TOA vice-presidents include C. E. Anderson, A. Julian Brylawski, Burton I. Jones, Horace Denning, E. Cook, John W. Keiler II, Albert M. Pickus, and John H. Rowley. Robert R. Livingston is secretary; S. Fabian, treasurer; Herman M. Levy, general counsel, and Joseph G. Altman, assistant secretary. The TOA finance committee is composed of Mitchell Wolfson, Abe Blumenfeld, Walter Reade, Jr., A. M. Pickus, and Alfred Starr.

25 on Executive Committee

The TOA executive committee composed of Art Adamson, Tom Bloomer, James S. Carberry, Paul Krueger, Edward L. Fabian, Edward Gage, Henry Plitt, Thomas Fridman, Elmer Rhoden, Jr., Howard Kennerly, M. A. Lightman, Jr., Arthur H. Lowwood, Roy Martin, Jr., Martin J. Mullin, Robert J. O'Donnell, Donald Schine, A. Fuller Sams, Jay Solomon, Morton J. Thalheimer, David Wallenstein, R. B. Wilby, Nat. M. Williams, Marvin Goldman, J. H. Thompson, and Fredrick Danz.

TOA's representatives to the Council of Motion Picture Organizations are Samuel Pinanski and Pat McGee. All past presidents of TOA were voted life membership on the executive committee.

Helped Form E. E. in 1939

Stellings, an exhibitor since 1911 joined in the formation of the Everett Enterprises in Charlotte in 1939. He was elected vice-president of Stellings-Gossett Theatres in 1953 and in 1954 became president of Stewart Everett Theatres.

berg on behalf of the stockholders of the company, asked that the individual directors jointly account to the company for profits derived and losses sustained. The court was also asked to appoint a receiver to manage company affairs pending the outcome of the suit.

Efforts to reach Republic officials for comment were unsuccessful yesterday.



M. P. DAILY picture

Jack L. Warner, president of Warner Bros.; Benjamin Kalmenson, executive vice-president, and William T. Orr, executive producer of the Warner Bros. Presents" telefilms.

Quality Ahead, Says Warner

(Continued from page 1)

valuable in the new management. Warner added he was cognizant of his added responsibilities as head of a publicly owned company whose stockholders want to know about every move you make."

He said the company is imbued with a spirit of enthusiasm that augurs well for the new management and its plans. The latter include approximately 20 feature releases for the 12 months which began Sept. 1, all of which, Warner said, will be made with a view to today's market, which wants quality entertainment exclusively.

'Public Has Not Tired'

"Only superior product has a chance," he said, "but you can gross as much with one picture of that type as you could with three typical releases of 25 years ago. The public is not tired of pictures, but it will not buy inferior ones."

Warner pointed out that the industry is in a period of transition and its future depends on decisions and action now being taken.

"We cannot afford to sit still," he said. "We must fight for new and better entertainment to meet public demand. The wide screens have made a valuable contribution in that regard. We are in a race for our futures and it is essential that we create an atmosphere of excitement and interest. Enthusiasm is needed. That's what attracts the public."

Points to Product

He recited a list of Warner projects: shooting, in preparation or released, that will keep the studio and sales department busy for many months to come, and told of the plans for such completed product as "Cat," which has its world premiere at the Roxy here Oct. 10, and "The Spirit of St. Louis," which Warner said will have a simultaneous premiere in St. Louis, New York and Paris next May, the 30th anniversary of Charles Lindbergh trans-Atlantic flight.

Asked why Warners had sold its backlog of old films to television, the

company head replied that a situation existed which it could not control and, since "everyone else was selling, we did, too. If you hold on to something too long," he added, "eventually you have nothing. Moreover," he said, "we differentiated between the old and the new. Just what the impact on new pictures will be, I can't say, but we are replacing those old films with new pictures of superior quality."

Industry Leaders Attend

Seated with Warner at the head table were Stanleigh P. Friedman, vice-president; Martin Quigley, Jack Warner, Jr., William T. Orr, Ben Kalmenson and Inez Robb. Other company executives in the gathering of some 75 persons included Robert Perkins, Wolfe Cohen, Herman Starr, Roy Haines, Robert Taplinger, Norman Moray, Bernard Goodman, T. J. Martin, Harry Mayer, Gilbert Golden, Larry Golob and Charles Steinberg.

Warner Favors

(Continued from page 1)

on the subject of a meeting such as that requested by Allied States officials with all company presidents parallels that announced earlier by Paramount Pictures and Universal. Other companies are known to hold similar views concerning such meetings, most having been advised by their counsel that joint sessions with competitors present could have anti-trust implications.

Charges Exaggeration

In reply to other questions, Kalmenson said he considered trade reports of reductions of Warner sales personnel as "exaggerated."

"We are gearing our personnel to the most efficient operating basis," he said. "That means some reductions but I feel that we may have been over-staffed in some situations anyhow."

He denied the company is closing any of its exchanges but observed that if circumstances required such a move, "I wouldn't hesitate to do it."

NOTICE!

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Here is my entry for the Amusement Industry's Golf Tournament to be held Wednesday, September 26th at the Vernon Hills Country Club, Tuckahoe, New York.

Name

Firm

Address

The Committee

Chas. A. Alicoate, Chairman; Marvin Kirsch, Co-Chairman, Treas.; Edward Fabian, Co-Chairman; Ted Cott, George Crandall, Sid H. Eiges, William German, Edward Lachman, Robert Lecher, Don Mersereau, Frank Pellegrin, Jerry Pickman, Burt Robbins, Nat Strom, Ted Sullivan, Mort Sunshine, Robert M. Weitman, Harry Wismer.

Fill in and mail to Marvin Kirsch, Treasurer, Golf Tournament, 1501 Broadway, New York 36, N. Y.

Written on the Wind

CONTINUED FROM PAGE 1

nate her for whatever honors there are or may be. Second to it because it happens to be in the same picture is one by Rock Hudson which shows him to have talent far beyond the teen age person type appeal for which he has previously been noted.

The story, from a novel by Robert Wilder, is adult and the treatment of it on the screen is adult, with no concessions to sensationalism. In other hands and with other treatment it could even be banal. It is the story of the son and daughter of an oil tycoon, spoiled, weak and heedless, weak and too rich to find themselves or to overcome their weaknesses. As told on the screen, it is clearcut and direct with the psychological overtones neither too subtle nor too blatant.

Hudson is the son, an alcoholic playboy, whose only anchor is Stack, his lifelong friend upon whom he is almost wholly dependent and whose strength he is subconsciously jealous. Miss Malone is his sister, just as spoiled, who has a nymphomaniacal yen for Stack. Since this is returned, she turns with abandon to any handy male.

Hudson meets, reforms himself briefly, and marries Miss Malone, secretary in his father's New York office who is at first respected, loved by Stack. The marriage is successful for a year but then, pushed along by Miss Malone's witchery, founders with a resounding crash. In the finale in which Hudson in a drunken attempt to kill Stack shoots himself and Miss Malone, the sole witness, reforms to the extent of testifying to acquit Stack of murder, is logical, tense and dramatic instead of as melodramatic as it might easily have been.

An index of the picture's power lies in the audience reaction at a preview in RKO's 86th Street Theatre in Manhattan's Yorkville district. The tough audience cheered the cast names at first, then jeered the drama as they developed but in the last half hour of the picture were quietly absorbed, overcome by the power of the performance.

Contributing greatly to the production is the color photography with its effective use of lighting and brooding angle shots. Direction was by Douglas Sirk, who here surpasses the work he did on "Magnificent Obsession" for the same company, and the producer was Albert Zugsmith. Running time, 99 minutes. Adult classification. Release, early 1957.

JAMES D. IV

The Grand Maneuver

United Motion Picture Organization

RENE CLAIR's sensitive talent in directing actors in character studies is even more impressive in color than in his previous black-and-white work. This production is rich in delicate characterization and will transmit a depth of feeling to the audience. Unfortunately, it also runs a little too long. The story dallies in getting underway, and, from the American patron's viewpoint, may move too slowly.

But this seems to be the only flaw. Rene Clair's name should certainly attract art theatre patrons to his first color picture. The stars are also very well known here—Michele Morgan and Gerald Philipe. The entire cast turns in skillful performances.

The film is in Eastman color. The pastel hues give an air of fantasy to the settings, in a provincial French town just after the first world war. It is in this town that Philipe, a handsome officer of dragons, enjoys a justified reputation of having had affairs with many young women in the area.

He accepts a bet that he can become the lover of any woman in town, chosen by luck, within 30 days. Michele Morgan portrays a Parisian divorcee, newly arrived in town, whom chance selects for his target. The situations that develop will not be unfamiliar; the woman's cold rebuff of his initial advances, her softening, her departure when she learns of his reputation, his realization that he has sincerely fallen in love, her return to him when she thinks he's been killed in a duel, and the final break-up when she learns of the bet.

But they are handled freshly by actors and directors, who inject the color of real life into the story by mixing in the everyday comedy and trivia that make up reality. The picture ends as Miss Morgan disdains to forgive him and the handsome officer rides off, unhappily wondering who has been the real victim of the intended plot.

Running time, 107 minutes. Adult classification. Release date, Oct. 8.

GUS DALAS

VIEW:

Men of Sherwood Forest

For Pictures

This intelligently-made English drama in Eastman color brings the legendary Robin Hood to the world's screen for the umpteenth time, and who is there in the industry to refute the claim that time, swift as sure in its passage, continually creates a clamor for such whimsical heart-heated product?

William Mackinnon's screenplay is the type that permits the acting to have maximum fluidity in action and logic. He realized at the outset that when dealing with legend and that traditional classification enables the imaginative dramatist to give his characters full-flight into fantasy and the like. To an admirable degree, Mackinnon has succeeded in his task. Moreover, his acting component—probably American Don Taylor—provides some stirring moments.

Robin Hood and his merry band in Sherwood Forest encounter a sinister plot to kill King Richard (Richard Holt) on latter's arrival in England. It doesn't take long for a subtle Taylor and crew to sift through suspicions and come up with a formidable plan of attack and apprehension, upshot of which finds Holt's tender brother and cohorts back of the fiendish plan. Val Guest directed, and production is credited to Michael Carreras.

Running time, 77 minutes. General Classification. For September release. A. M. W.

Publicity Unit Set for 'Ten Commandments'

The first six members of a special field publicity force that eventually will cover the entire country on behalf of Cecil B. DeMille's "The Ten Commandments" were announced in New York yesterday by Samuel J. Friedman, who is in charge of amusement publicity on the picture under Maxwell Hamilton, worldwide promotion coordinator. The six chosen are: E. G. Fitzgibbons, Chicago; Edward F. Bellew, Cleveland; Robert Cooper, Philadelphia; Myron Eichler, Washington; Charles Handel, Boston; and Stanley Seiden, Los Angeles. Additional field men will be put on the picture ten weeks in advance of openings in other cities.

**John W. Nicholson
New Alberta Censor**

HAMILTON, Ont., Sept. 19. — John W. Nicholson, 33, of Edmonton, is the third member of the Alberta Board of Censors, whose chairman is Col. P. J. A. Fleming. The other member is Miss Mary Nicolson. Nicholson, a former member of the RCMP with which he served three years, was with the wartime Prices and Trade Board and the Provincial Department of Public Works. When appointed a censor he was reviewing inspection reports for the Alberta Liquor Control Board.

DuMont Tube

(Continued from page 1)

of the board of directors of Chromatic.

It is anticipated, according to Schultz and Raibourn, that preparatory work leading to mass production of the tube and color receivers will be completed within a year. When production begins, it was stated, the Chromatic tube will be available to all set manufacturers as well as for Du Mont receivers.

The Chromatic tube, which was developed by Dr. Ernest O. Lawrence, Nobel prizewinner, of the University of California, has a single cathode-ray gun, as compared to three guns required by tubes currently on the market. It also requires a much simpler circuit than now used in the color receivers which are being offered to the public, it was stated. The Chromatic tube and its circuitry also make possible simplified tuning, with a minimum of "knob turning" for the viewer. Servicing costs are also expected to be greatly reduced.

In a statement yesterday Raibourn, said Chromatic was very gratified to have Du Mont as a licensee and to have it agree to devote its engineering efforts to the attainment of that goal. He said, "it is particularly pleasing to have the aid of the organization and engineers who pioneered the development of the cathode ray tube and who made television in the home popular through pioneering with twenty inch sets."

TENT TALK

Variety Club News

BALTIMORE — Baltimore Variety Club, Tent No. 19, will hold its eighteenth annual dinner-dance Oct. 6 at the Sheraton Belvedere Hotel. The program includes the personal appearance of several television personalities. On the committee in charge of arrangements are Mike Rendelman, Joseph Phillips, Nate Klein and Aaron Seidler, all of whom are local exhibitors. Earl Lewis is chief barker.

△

MINNEAPOLIS — A night club dance set for the Saturday opening with dinner at 5:30 P.M., is one of the top events on the autumn calendar for members of Variety Club of the Northwest at the Nicollet Hotel club-rooms. Bill Broms is in charge. The club's billboard also announces a luncheon meeting of the women's auxiliary for Tuesday, and a general membership dinner meeting for Monday, Oct. 1.

△

PHILADELPHIA — The annual golf tournament of the local Variety Club, Tent No. 13, will be held tomorrow at the Meadowlands Country Club, Blue Bell, Pa. There will be a dinner dance in the evening. Cecil M. Felt is general chairman for the day.

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Who's-Who and statistical annual of the motion picture industry, widely used within the industry, by the press and by research organizations in the U. S. and abroad.

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Statistical annual of the television and radio industry --- a complete reference book on its companies, activities and personalities.

FAME

Annual audit of personalities of motion pictures and television in the U. S. and Great Britain, presenting the monthly and annual motion picture Box Office Champions.

TESMA-TEDA PROGRAM:

TRADE SHOW open daily from today, 12 noon to 6 p.m., except noon to 3 p.m. on Monday.

TODAY — Tesma directors' meeting, Suite 1601A, Hotel Statler, 9:30 a. m. Teda directors' meeting, Room 267, first mezzanine, Coliseum, 2:30 p. m. . . . All-industry Party, Grand Ballroom, Hotel Statler, 6:30 p.m.

FRIDAY — Tesma membership meeting, France Room, second mezzanine, Coliseum, 9:30 a. m.; Teda Membership meeting, Philippines Room, second mezzanine, Coliseum.

SATURDAY — Equipment Showmanship Forum, fourth floor auditorium, Coliseum, 9:30 a. m., Don Hyndman, moderator. . . . Pepsi-Cola Party, Grand Ballroom, Hotel Waldorf-Astoria, 7:30 p.m.

SUNDAY—Trade Show only.

MONDAY — National Carbon Company Cocktail Party, 7 p. m., and Presidents' Banquet sponsored by Coca-Cola Company, 8 p. m., Grand Ballroom, Hotel Waldorf-Astoria.

PCA PROGRAM:

TRADE SHOW at Coliseum open from noon to 6 p.m. daily from today through Sunday and from noon to 3 p.m. Monday. Panel meetings in program below refer to Theatre Concessions Segment discussions only, under the direction of Dave C. Evans, Gold Medal Products Company, Cincinnati.

TODAY — Panel meeting on indoor theatres, Keystone Room, Hotel Statler, 9:30 a. m. . . . PCA-TOA-Tesma-Teda "House of Friendship" party, Grand Ballroom, Hotel Statler, 6:30 p. m.

FRIDAY — Panel meeting on drive-in theatres, Keystone Room, Hotel Statler, 9:30 a.m. Open evening.

SATURDAY — Panel meeting on drive-in theatres, Keystone Room, Hotel Statler, 9:30 a. m. . . . Pepsi-Cola party Grand Ballroom of the Hotel Waldorf-Astoria, at 7:30 p. m.

SUNDAY—Only event (except for ladies' program) is Trade Show.

MONDAY—Combined PCA-TOA Summary Session on theatre vending problems, 4th Floor Auditorium, Coliseum, 9:30 a. m. . . . PCA-TOA-Tesma Teda Presidents' Banquet, Grand Ballroom Hotel Waldorf-Astoria, in evening, sponsored by the Coca-Cola Company.

LADIES PROGRAM:

TODAY—Luncheon-fashion show, Hotel Delmonico.

FRIDAY—Tour of United Nations with luncheon in U.N. dining room, compliments of Pelton Popcorn Co. Bloomdale, Ohio.

SUNDAY—Boat cruise around Manhattan.

SATURDAY — Pepsi-Cola breakfast and fashion show, B. Altman store.

MONDAY—Sightseeing bus tour of New York City.

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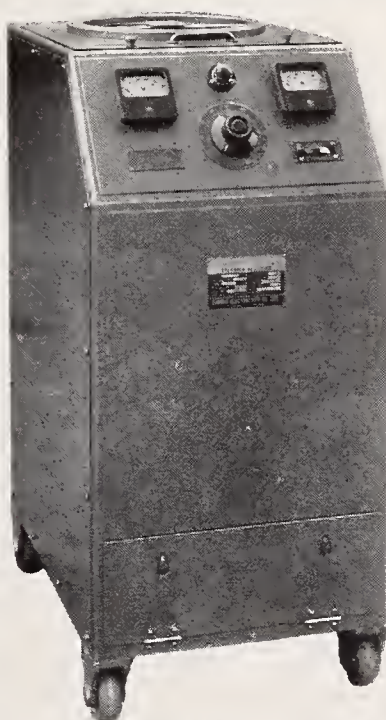
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the News
That
Is News

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MOTION PICTURE DAILY

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and
to the
Point

QP

OL. 80, NO. 58

NEW YORK, U. S. A., FRIDAY, SEPTEMBER 21, 1956

TEN CENTS

Committee Suggests

TOA Meet With Sales Heads on Film Problems

Week Distribution View on Small Theatre Situation

By LESTER DINOFF

The Theatre Owners of America committee on small theatre owner problems will recommend to the convention that it form a committee to call on each individual sales manager during the convention to discuss conditions affecting small theatre situation," Albert M. Pickus and Roy Cooper, co-chairmen, stated here yesterday following a meeting of their group at the New York City Coliseum. The committee headed by the two exhibition leaders was one of five groups which met during yesterday's afternoon business session. Other committees were concerned with film practices and problems, real estate, taxes and insurance, specialized foreign films and advertising and publicity.

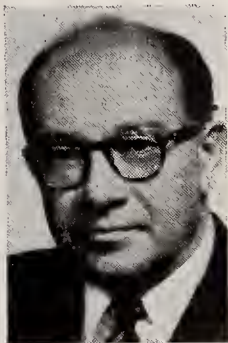
The Pickus-Cooper meeting was the
(Continued on page 6)

UA Schedules 48 for Year

By JAMES D. IVERS

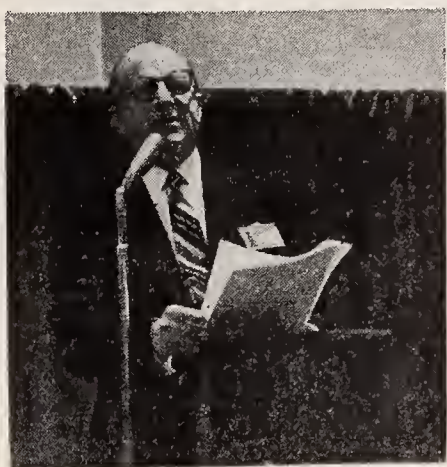
United Artists will release 48 pictures between September 1, 1956, and September 1, 1957. All of the 48 are either finished now, shooting, or will go into active production within the next 30 days.

A positive release schedule that far into the future, with its accruing advantages in the way of planning advertising and merchandising and in giving assurance of a product flow to
(Continued on page 8)



Max Youngstein

TOA Urged to Develop New Sources of Product



M. P. DAILY picture

S. H. FABIAN

Fabian Hopes For Favorable D of J Action

Stanley Warner Theatres has had a series of conferences over recent weeks with Justice Department officials in Washington on the possibility of the company being permitted to engage in production in order to help meet current exhibitor demand for increased product supplies, Si H. Fabian
(Continued on page 7)

Si Fabian, In Keynote Address, Declares Stanley Warner Is Ready to Invest in Making 'Number' Top Quality Pictures

By SHERWIN KANE

Declaring that the primary exhibition problem of the day is product supply, Si H. Fabian, president of Stanley Warner Theatres and Cinerama, told the annual convention of Theatre Owners of America at its opening session at the New York Coliseum yesterday that "given an opportunity" his company stands ready to "invest sufficient money, time and energy to make a number of top quality pictures" to help relieve the product shortage.

Herald Survey Shows Swing to Independents

Should the announced production intentions of 165 independent producers in Hollywood be carried to fulfillment, there will be something more than 300 independent productions coming to the nation's screens between now and Labor Day 1957, according to a survey feature in *Motion Picture Herald* out today. That's about as many pictures as came to the screen from all sources in the year now ending.

The story traces the various reasons for the unparalleled increase in independent film production in Hollywood today and concludes that money is the principle reason—money and taxes. A tax expert reports that a salaried person whose earnings place him in the top income tax bracket is required
(Continued on page 7)

In delivering the keynote address to the convention, Fabian also said that new and improved sales and merchandising approaches by producers are needed if the maximum grossing possibilities of their present-day releases are to be realized.

His keynote also touched on the sale of film backlogs to television, and Fabian advanced the thought that "tv may not be doing itself permanent good by the use of the film libraries." He recalled that motion pictures had restricted the significance of the legitimate theatre and had
(Continued on page 6)

Robert Wilby Resigns As W-K Circuit Head

Special to THE DAILY

ATLANTA, Sept. 20.—Robert B. Wilby, president of Wilby-Kincey Theatres, has resigned that post, effective Jan. 1, and notice to that effect has been sent to all managers in the circuit. No successor has been announced.

Tax Easement Pledged; Olympia Houses Open

Special to THE DAILY

OLYMPIA, Wash., Sept. 20.—Theatres shut down Sept. 5 in an exhibitor campaign to bring about repeal of a municipally imposed five per cent admittance tax were reopened tonight on assurance from Mayor Amanda Smith that the tax will be altered by Oct. 1
(Continued on page 2)

EDITORIAL

Disjointed Presentation

By Martin Quigley

DEEP CONCERN and speculation continues in the industry as to why many pictures that are judged by well-qualified and experienced showmen to have the ingredients of successful attractions fail—and often dismally—at the box office.

The condition is new only in the sense that it is more critical because of the prevailing economics in the business.

Much constructive thought and effort recently has been given to plans and devices to increase attendance, to develop and expand the theatre-going habit and to better the reputation of motion picture entertainment.

While all this has been going on the theatres continue mechanically
(Continued on page 8)

PERSONAL MENTION

MORI KRUSHEN, United Artists exploitation manager, will sail from New York with Mrs. KRUSHEN aboard the "Liberte" tomorrow for Europe.

SAMUEL GOLDWYN and Mrs. GOLDWYN will return to New York by plane today following a three-month trip to Europe.

JAMES R. VELDE, United Artists general sales manager, will return to New York today from Detroit.

HAROLD L. HACKETT, president of Official Films, returned to New York yesterday from London via B.O.A.C.

RAY NOLAN, branch manager for RKO Radio in Chicago, a veteran of 40 years with the company, will retire shortly following the first of the year.

RICHARD WHORE, producer, and GORDON DOUGLAS, director, have left Hollywood for Castle Air Force Base, Merced, Cal.

PETER TRUEMAN, son of Dr. A. W. TRUEMAN, head of the National Film Board of Canada, has joined the public relations office of Canadian National Railways.

Tribute to S. C. Corwin By 400 at L. A. Dinner

From THE DAILY Bureau

LOS ANGELES, Sept. 20.—Four hundred exhibitors, distribution and production executives, paid enthusiastic testimonial to Sherrill C. Corwin today in the Terrace Room of the Statler Hotel, on his birthday and on the silver anniversary of his operation of the Orpheum Theatre, flagship of his Metropolitan Theatres circuit. Speakers at the function included Nate Blumberg, Steve Broidy, Harry C. Arthur, Frank Ricketson, Jr., Herman Wobber, Sherrill Corwin, Jr., whose tribute to his father stirred the assemblage to resounding applause; Israeli consul Avran Biran, special guests Nat King Cole and George Jessel and Rabbis Max Nussbaum and Edgar Magnin.

Corwin, who was presented with diamond cuff links and a leather-bound volume containing signed felicitations from the guests, said in part, "I am as confident of the future of this business as I am grateful for the years I have been part of it."

Debate Ideas For Boosting Attendance

By WALTER BROOKS

A dozen or so active showmen had at least three dozen ideas to discuss pro and con at yesterday's TOA advertising and publicity committee meeting at the Coliseum, and they argued them out in preparation for the main showmanship event to follow today.

Bruce Young, from Pine Bluff, Arkansas, was out in front with several good ideas, which he presented forcefully. He is bringing back the women—with an appeal for decency—and he is bringing back the children, with new selling approach aimed directly at them. He says his greatest problems are tv and baby-sitting, in that order.

Commercial Tie-ins Pro and Con

Several argued for and against commercial tie-ins—with some proving they didn't work and giving examples; and in rebuttal, several others took an exactly opposite viewpoint—with just as much evidence to prove their points. Fortunately, they had both Dave Lipton and Charlie Simonelli of Universal right there to defend and explain. Carleton Duffus, from Richmond, and Sonny Shepherd, from Miami, were actively taking sides.

The question of running time was raised by a manager who complained he couldn't find this information in the pressbooks, and we took occasion to point out that he could get accurate figures in the Product Digest of Motion Picture Herald—and we offered proof, with the evidence in hand. Running time also brought about a discussion of whether or not exact playing times should always be advertised, and with some difference of opinion on that subject. It was phenomenal how many points of view would come up, in just a preliminary discussion of the principles of advertising and selling.

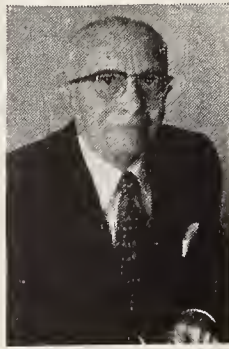
And, probably, that's why Norris Hadaway planned his discussion period first for yesterday, and his presentation to follow today proving that he is not only a smart showman, but he has a legal mind as well. It's quite logical to argue the case before handing down an opinion.

WB Dividend 30 cents

At a special meeting of the Board of Directors of Warner Bros. Pictures, Inc. held yesterday a dividend of 30 cents per share was declared on common stock payable November 5, 1956 to stockholders of record October 11, 1956.

ANNOUNCEMENT

RAY GALLAGHER, who since 1944 has been the advertising manager of Motion Picture Herald, has been advanced to the post of Advertising Director of the Quigley Publications. In addition to his new duties he will continue as advertising manager of The Herald.



Ray Gallagher

Mr. Gallagher has long been widely known and highly regarded in the motion picture trade publication field. Prior to entering film journalism he was experienced in distribution, including branch management. Before joining the staff of Quigley Publications he was advertising manager of "Motion Picture News." With the consolidation of that publication with The Herald he became first a special advertising representative and subsequently advertising manager.

In his new post he will have general direction and supervision over all Quigley Publications' advertising activities.

News Film Units Hit Olympic Games Ban

The American, British, Canadian and European theatre and TV news film organizations have announced that they will be unable to show any film of the Melbourne Olympic Games on TV news programs or in theatre newsreels because of restrictions imposed by the Australian Olympic Committee. These news film organizations have been denied the right freely to cover the games themselves. They also have refused to accept an offer made by the Olympic Games Committee to provide the newsreels with limited coverage under a plan which would have denied the news gathering organizations any freedom of selection of film or any control over the cost of that film. A few days ago, the Freedom of Information Committee of the National Association of Radio and Television Broadcasters had voted unanimously to oppose the proposed restrictions against television news coverage of the games.

Texas Drive-in Meeting

AUSTIN, Tex., Sept. 20.—A regional meeting of members of the Texas Drive-in Theatre Owners Association will be held at Corpus Christi September 26, it is announced by Eddie Joseph of Austin, Association president, who added that J. T. Archer, regional governor for South Texas, will preside.

ABC's Head Defends TV's 'Must Buy'

Robert E. Kintner, president of American Broadcasting Co., yesterday defended certain tv network operating practices before the House Judiciary Committee investigating tv monopoly accusations, stating that "option time" and "must buy" practices which have been criticized by other witnesses during the week-long hearings at U. S. District Court here, are "absolutely necessary to the business." "No network can afford the tremendous investments in programs, talent, organization, plant and connecting lines—unless it has reasonable assurance that it can obtain clearance certain hours," Kintner said.

Says Advertisers Agreeable

Kintner defended the "must buy" practices of the tv networks, who required advertisers to buy time on several stations in each instance, as being necessary to the support of a network operation. He added that not only have no advertisers complained to ABC about this practice, but the most of them would like to increase the number of bought stations.

Kintner also testified that if there is a "monopoly area" within the business, it exists because of the scarcity of tv stations in the top markets of the country.

There are no hearings today. The sessions will reconvene Monday, Sept. 24, with Frank Stanton, president of the Columbia Broadcasting System, scheduled to appear. Robert W. Senoff is slated to go before the committee on Wednesday, Sept. 26.

Olympia Theatres

(Continued from page 1)

to eliminate tickets costing 80 cents or less. Four theatres, operated by the Evergreen circuit and by independent Hobard Zabel and W. B. MacDonald, had been made a focal point of a publicity campaign in which truck-drawn replica of the monster seen in "Beast of Hollow Mountain" had toured the city for two days bearing the banner, "Here to fight unfair tax."

NEW YORK THEATRE

RADIO CITY MUSIC HALL—Rockefeller Center
BING GRACE FRANK
CROSBY • KELLY • SINATRA
in "HIGH SOCIETY"
in VistaVision and Color
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

TAKE A GOOD LOOK*

AT THE
GREATEST
20 FROM **20TH**
IN OUR HISTORY!

AS BILLY WILKERSON SAYS,

* *You can even see it without glasses ...turn the page!*



*one of the
all-time greats!*

RODGERS & HAMMERSTEIN'S

THE KING AND I

CINEMASCOPE 55

COLOR by DE LUXE

starring DEBORAH KERR • YUL BRYNNER

available now!

THE BEST THINGS IN LIFE ARE FREE

The DeSylva, Brown and Henderson Story

CINEMASCOPE • COLOR by DE LUXE

starring GORDON MACRAE • DAN DAILEY

ERNEST BORGNINE • SHEREE NORTH

available in November!

LOVE ME TENDER

CINEMASCOPE

starring RICHARD EGAN • DEBRA PAGET

introducing ELVIS PRESLEY

the sensation of the nation in

his first motion picture appearance!

available in October!

BETWEEN HEAVEN AND HELL

CINEMASCOPE • COLOR by DE LUXE

starring ROBERT WAGNER

TERRY MOORE • BRODERICK CRAWFORD

available in November!

ANASTASIA

CINEMASCOPE • COLOR by DE LUXE

starring INGRID BERGMAN

YUL BRYNNER • HELEN HAYES

Produced by BUDDY ADLER

Directed by ANATOLE LITVAK

available now!

THE LAST WAGON

CINEMASCOPE

COLOR by DE LUXE

starring RICHARD WIDMARK

also starring Felicia Farr

now in release!

BIGGER THAN LIFE

CINEMASCOPE

COLOR by DE LUXE

starring

JAMES MASON • BARBARA RUSH

now in release!

ABDULLAH'S HAREM

Technicolor

starring

GREGORY RATOFF • KAY KENDALL

available for Christmas!

THREE BRAVE MEN

CINEMASCOPE

starring

RAY MILLAND • ERNEST BORGNINE

Produced by HERBERT B. SWOPE, JR.

Directed and Written for the

Screen by PHILIP DUNNE

available in December!

THE TRUE STORY OF JESSE JAMES

CINEMASCOPE • COLOR by DE LUXE

starring ROBERT WAGNER

JEFFREY HUNTER • HOPE LANGE

now in release!

THE QUEEN OF BABYLON

Print by Technicolor

starring

RHONDA FLEMING • RICARDO MONTALBAN

available now...

by special arrangement with
David O. Selznick

REBECCA

starring

LAURENCE OLIVIER • JOAN FONTAINE

Directed by ALFRED HITCHCOCK

available in January!

THE WAYWARD BUS

CINEMASCOPE

COLOR by DE LUXE

Produced by CHARLES BRACKETT

Directed by HENRY HATHAWAY

From the best-selling novel

by JOHN STEINBECK

available early in 1957!

HEAVEN KNOWS MR. ALLISON

CINEMASCOPE • COLOR by DE LUXE

starring DEBORAH KERR • ROBERT MITCHUM

Produced by BUDDY ADLER and EUGENE FRENKE

Directed by JOHN HUSTON

available soon!

THE SEAWIFE

CINEMASCOPE

COLOR by DE LUXE

starring

RICHARD BURTON • JOAN COLLINS

the new blockbuster!

BUS STOP

CINEMASCOPE

COLOR by DE LUXE

starring MARILYN MONROE
and introducing Don Murray

available in October!

TEENAGE REBEL

CINEMASCOPE

starring GINGER ROGERS • MICHAEL RENNIE
introducing three stars of the future:
BETTY LOU KEIM • WARREN BERLINGER
DIANE JERGENS

available soon!

STAGECOACH TO FURY

RegalScope

starring FORREST TUCKER
MARI BLANCHARD • WALLACE FORD

available for New Year's!

DO-RE-MI

CINEMASCOPE • COLOR by DE LUXE

starring TOM EWELL • JAYNE MANSFIELD
Produced, Directed and Written for
the Screen by FRANK TASHLIN
From a story by GARSON KANIN

available now . . .

by special arrangement with
David O. Selznick

THE THIRD MAN

starring JOSEPH COTTEN • VALLI
ORSON WELLES • TREVOR HOWARD
Produced and Directed by CAROL REED

THE BEST AND THE MOST FROM 20TH

THE **PRODUCTIVE** COMPANY



*...and now in preparation
for release early in 1957*

BOY ON A DOLPHIN

CINEMASCOPE 55 • COLOR by DELUXE

Produced by Samuel G. Engel
Directed by Jean Negulesco

ISLAND IN THE SUN

CINEMASCOPE • COLOR by DELUXE

Produced by Darryl F. Zanuck • Directed by
Robert Rossen from Alec Waugh's best-seller

John O'Hara's great novel

TEN NORTH FREDERICK

David O. Selznick's production of
Ernest Hemingway's immortal story

A FAREWELL TO ARMS

The new runaway best-seller!

A CERTAIN SMILE

by Françoise (Bonjour Tristesse) Sagan

THREE FACES OF EVE

Produced and Directed by Nunnally Johnson

and more! more! more!

Sales Heads

(Continued from page 1)

sole session where "all remarks were asked to be off the record." However, the committee co-chairmen conferred following the session and gave out some information for publication.

The problems which mainly confront small theatre owners were individually discussed in the well attended meeting. Among the problems were such topics, Pickus and Cooper said, as "extended playing time, unreasonable film rentals, unreasonable national screen rentals, national sales policies, theatre patronage and how to boost them, elimination of review on deals, shortage of product, the loss of momentum due to the inability to reach accord on terms, and the disorderly flow of product."

Resolutions Passed

The committee passed a number of resolutions which were based on these problems, and will forward them on to the TOA board of directors and convention for consideration, Pickus and Cooper stated.

The meeting of the film practices and problems committee, headed by co-chairmen Sidney Cohen and Nathan Greer, was highlighted by exhibitors calling for "an economic boycott of 50 per cent and higher motion pictures."

Robert J. (Bob) O'Donnell, a member of the TOA executive committee, was reported as planning to have talks with Loew's, Inc., president Arthur Loew concerning this adamant sales policy for such pictures as "I'll Cry Tomorrow" and "High Society." The exhibitors indicated that they "would boycott 'High Society' because of this unreasonable policy."

Levy Discusses Boycotts

Herman Levy, TOA general counsel, who sat in on the session, told those in attendance that "any economic boycott would be seriously hampered by anti-trust laws and exhibitor disunity." Samuel Rinzler, prominent New York theatre man, said that "there is so much disunity in the industry that you can't even get a motion picture."

The committee session also brought out the facts that TOA is still actively seeking an executive director; that exhibitors are interested in calling on their Congressmen for aid in having affiliated circuits engage in motion picture production and if necessary to seek their aid in revising the consent decree so that this could be allowed.

Plea for Divorced Circuits

The committee also resolved to ask the convention to authorize the association to once again ask the Department of Justice to grant approval to divorced circuits requests on entering into production. It was disclosed that Stanley Warner, American Broadcasting-Paramount Theatres, and National Theatres have been conducting talks along those lines recently.

The real estate, taxes and insurance committee, headed by Phil Harding, Morton J. Thalheimer, Sr., and LaMarr

New Product Sources Called Vital

(Continued from page 1)

"destroyed" vaudeville. Films on television, he hazarded, might make "live" tv entertainment obsolete and, when the public is left with a choice between filmed tv programs at home and major screen entertainment in well appointed theatres, its choice should be obvious.

Better Housekeeping Urged

The keynote also called for up-to-date, conscientious housekeeping on the part of theatre owners and urged the formation of "one combined exhibitor organization." This proposal, incidentally, also was advanced by TOA's new president, Ernest Stellings, in an exclusive interview with MOTION PICTURE DAILY published on Wednesday.

An earnest tribute was paid to the Council of Motion Picture Organizations by the keynoter for having given what Fabian termed "better service to the industry than any other industry 'institute' has given to its membership." He added a personal tribute to Robert J. O'Donnell, Samuel Pinanski and Robert W. Coyne for their successful campaign for the last admission tax reduction.

Product 'First and Foremost'

Terming product supply, exhibition's "first and foremost" problem, Fabian freely conceded that the new Hollywood pictures, "though too few," are meeting the challenge of tv and are accounting for "tremendous" theatre audiences. But, he said, "by the law of averages, more pictures mean more better pictures."

"But since Hollywood is following a restricted production policy, believing that fewer pictures mean bigger and better pictures, where do we find the product?" he asked. Answering his own question, Fabian said "It's a good maxim that 'the Lord helps those who help themselves.' Now speaking for our own company, and to show that real action can be obtained, I tell you this: Given the opportunity, we will invest sufficient money, time and energy to make a number of top quality pictures."

Sarra, passed three resolutions on to the convention for action. They were to appoint a committee to study rate reductions in other fields of insurance, particularly fire, due to the recent reduction in liability rates; to study plans under which theatres would be assessed on their market value and to form a correct basis for ratings allowing for depreciation and obsolescence; and to keep closer tabs on the number of theatre employees in regards to the Social Security taxes.

Foreign Group Hears Mayer

The specialized foreign film group, co-chaired by Marvin Goldman, Sheldon Gunsberg and Walter Morris, heard Arthur L. Mayer stress the need for a centralized information service which would inform exhibitors of what foreign product is available. TOA said that it would provide the French Cinema Office with a list of

titles. This statement requires no elaboration. This is a forthright declaration of policy by our company."

Fabian later told reporters that his executive assistant, Nat Lapkin of S-W Theatres, has conferred on several recent occasions with Department of Justice officials in Washington, and that further conferences will be held, on the possibility of obtaining government legal clearance for S-W to engage either in production or the financing of new production. Such clearance is necessary since the Federal consent decree in U. S. vs. Paramount, the industry anti-trust case, prohibits the former Warner Theatres from engaging in production, just as it prohibits producers-distributors from operating theatres.

No Word from Justice

Fabian said the Department of Justice has not indicated what its attitude is toward the request but appears to be aware of exhibition's current problems and is interested enough to "listen to our story."

Fabian was introduced by Walter Reade, executive chairman of the convention, which had been called to order by Samuel Rosen, executive vice-president of Stanley Warner and honorary chairman of the convention, at about 10:30 A.M., approximately one-half hour later than the scheduled opening time. Attendance was good at the first session, with approximately two-thirds of the seats in the 300-seat convention area occupied.

Welcomed by Rosen

Rosen made the welcoming address, expressing the wish that the convention would prove worthwhile in instruction and pleasure to those attending. He reported that "Showmen have signed in from almost every state with the largest registration ever assembled at an industry convention."

"I take it as axiomatic that no man is here unless he believes, as I do, in the great and prosperous future of our industry," Rosen said.

"It is my guess the members of their members so that they could be notified of forthcoming French films."

Walter Reade, Jr., TOA convention executive, attacked John Davis of the J. Arthur Rank Organization for his lack of continuity in having one distribution source for Rank product. It was also mentioned that the British Film Producers Association has plans for setting up an office in the U. S. to provide information about British product, and to perhaps sell films.

Rowley Presides at Luncheon

Before the afternoon business session got under way at the Coliseum, delegates met at a luncheon, which was presided over by John Rowley. Among the speakers at the luncheon were Mayer, Nate Golden of the Motion Picture Division of the Department of Commerce, Roberto Cervantes of Mexico, and Theodore Hinge of Great Britain.

this convention have as much experience, as much operating skill, as much showmanship as any group of exhibitors you could bring together in the United States having the vision to see that this industry can be re-nourished to the giant it once was and should be. I must assume you have come here, like I have, for a very constructive purpose—to give and get information about how you can better run your business, to join with your fellow exhibitors in setting up a program of action that will restore to the motion picture theatre its dynamic force in the entertainment world and to revive its position of importance in the affection and habit of the American people," he said.

'It Is Not Impossible'

That is quite a program, but is it impossible? No, it is not impossible. Is it difficult? Yes! But if we want once more a lush, prosperous theatre industry, we will have to do the greatest job of coordinated effort this generation of exhibitors has ever undertaken. This means that our theatres must be physically ready for the increased audience we hope to attract to them and we must develop every one of us, a consistent, intelligent, hard-selling drive to merchandise the entertainment available. In addition thereto, we must use every possible effort to see that more good entertainment is produced. I don't think this needs any further explanation to exhibitors," Rosen said.

The greetings to the convention of New York's Mayor Robert Wagner were delivered by James J. O'Brien of the city's Department of Commerce, who told the delegates that the theatre is the "backbone" of Gotham and added, "We've even had some great actors in City Hall here over the years."

Showmanship Session Today

The TOA convention program calls for an all-day showmanship and business-building session today, interrupted only by a luncheon program at which Leonard Goldenson, president of American Broadcasting-Paramount Theatres, will be the speaker and Samuel Pinanski will be toastmaster. Burton I. Jones and Roy Cooper will chairmen the day's sessions which will be highlighted by discussion of the boxoffice ideas evolved at TOA's summer conference in Chicago. Ernest Stellings, Henry Plitt and Harry Goldberg will present the report on the Chicago conference.

Equipment to Fore Tomorrow

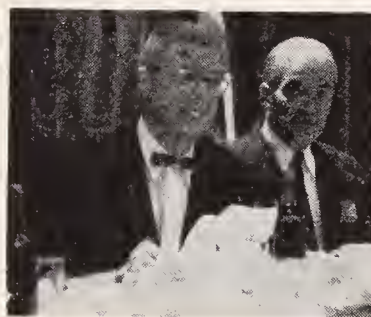
Tomorrow's session will be devoted to an equipment showmanship forum of TOA and Theatre Equipment and Supply Manufacturers Ass'n, with M. A. Lightman, Sr. as chairman, and Joseph J. Zaro, Edwin Gage and Doris Hyndman as panel members. Sunday is open, and the convention will resume Monday with concessions and drive-in forums. The closing event will be the president's banquet Monday night.



FELLOWSHIP, at breakfast and thereafter. The toast in orange juice is by Walter Morris. With him, Dave Kamsky and M. C. Tune.



SAM ROSEN, above, opened with a welcome. John Rowley, luncheon chairman, with Ernest Stellings, left.



Discernible below, Pat McGee, Sam Pinanski, Arnold Dunne, Arthur Rosen, Ben Wirth, Julian Brylawski, Sam Rinzler.

At the Opening Sessions Of the TOA Convention



REPORT: by a Frenchman, Louis Trichet—with interpreter, M. Francis. And, by Daniel Angel, left, of Great Britain. With him, fellow countryman Theodore Hinge. Above, nominating committee chairman Albert Pickus.



M. P. DAILY Pictures, by Floyd Stone

Fabian View

(Continued from page 1)

Fabian, S-W president, said yesterday. Questioned after delivering his keynote address to the Theatre Owners of America in convention at the New York Coliseum during which Fabian announced S-W's policy of making itself responsible for a number of top quality productions if "given the opportunity" to do so, Fabian said there has been no indication yet of the Department's attitude.

Lapkin Talks to Continue

He said that Nat Lapkin, an executive of S-W, who has conducted the talks in Washington to date, will continue them. Fabian said, however, that he feels that Justice is receptive to the proposal and is aware of the problems exhibitors face.

S-W, the former Warner Theatres, is prohibited by the Federal consent decree from engaging in production,

as is Loew's and National Theatres. However, the AB-Paramount Theatres company and RKO Theatres (List Industries now) entered into Federal consent decrees earlier than the others and their decrees contain no such injunction.

Justice Edict Awaited

Pending some go-ahead from Justice, Fabian said no specific production plan has been made by S-W, either as to number of pictures or amount of money to be so invested. Nor, he said, has it been decided yet whether S-W would engage directly in production or finance production by someone else.

"We are hopeful of obtaining favorable results from our talks," Fabian said. "We feel the Justice Department is aware that an exhibitor emergency exists."

Asked if he didn't think the Department would be obliged to authorize producers to re-enter exhibition if exhibitors were permitted to engage in production, Fabian said, "I may

be wrong, but I don't see why that follows."

An S-W spokesman commented that the producer-distributor status is changed now that they are selling films to television. "The producers are no longer limited to one outlet," he said, "but exhibitors still are dependent on the same but now restricted source of supply."

Preview Audience Sees Fox's 'Best Things'

A preview audience composed of exhibitors, celebrities, nationally syndicated columnists, editors and film reviewers from the industry and metropolitan press were on hand for a Hollywood-type advance showing, last evening at the Academy of Music, New York, of 20th Century-Fox's "The Best Things in Life Are Free," the musical biography of the famous songwriters DeSylva, Brown and Henderson. The film debuts September 28 at the Victoria theatre.

Herald Study

(Continued from page 1)

to pay 81 per cent of his total to the Government. However, if the same person transforms himself into a corporation and handles the corporation's affairs advantageously, he can get the tax requirement down to about 60 per cent.

U-I the Only Exception

With the fairly recent swing of MGM and 20th Century-Fox to partial reliance upon independent production, the story points out that all of the major studios but one now have deals with independent producers. That one studio which has made no such deals—Universal-International—is said to have no intentions whatsoever of following the pack. The story concludes with a comprehensive listing of all currently active independent producers, the names of their properties, the stars and release plans.

TOA Meeting Hears Visitors From Abroad

International delegates to Theatre Owners of America's convention here had their first experience of addressing a national gathering of American exhibitors at the opening session in New York's Coliseum yesterday.

Louis Trichet, president of the National Federation of French Exhibitors, and Major Daniel Angel, British producer and the only producer officially scheduled as a speaker on the convention program, were the spokesmen for the overseas visitors. Comm. Italo Gemini, Italian representative and head of the international exhibitors organization abroad, was unable to attend.

Speaking through an interpreter, Trichet said he had been asked by Gemini to represent Italian exhibitors at the convention, in addition to his own countrymen. He said that while taxes are the major problem of the French exhibitor, other problems are much the same as here, especially that of obtaining good pictures at reasonable rentals.

Major Angel repeated many of the expressions he had made at a press conference in advance of the convention. He pleaded the case of British films, urging that they be given greater playing time here on their merits.

Ennis to Handle Altec Publicity East and West

H. M. Bessey, executive vice-president of Altec Companies, Inc., has announced a realignment of company publicity operations whereby

Bert Ennis, in charge of publicity, will divide his time between the New York offices and the manufacturing plants of Altec Lansing Corporation on the West Coast. Ennis leaves New York October 2

for the West Coast, where he will establish liaison between Altec's East and West publicity activities. A former publicity executive for major studios, Ennis joined Altec in 1953.



Bert Ennis

The Gremlins are Stacked

A combination of printers' errors yesterday resulted in the review of Universal's "Written on the Wind" appearing with the names of Rock Hudson and Robert Stack transposed. The error was particularly unfortunate in view of the fact that Stack's magnificent performance in the picture was thus attributed to Hudson.

EDITORIAL

Disjointed Presentation

(Continued from page 1)

to indulge in a policy of presentation which no one has ever yet defended as the best way to show a carefully written, produced and performed motion picture.

Reference here is made to the long-prevailing practice of showing pictures in a manner under which the vast majority of patrons see pictures not from their opening scenes but from some point after the opening, perhaps along about the middle, and then on to the ending. As a dramatic let-down and anti-climax the patrons then go on to see the opening part of the picture. This is endured by the patrons not because it will really serve to put the picture in continuity but in the forlorn hope that they will get their money's worth.

What is more absurd, senseless and wasteful than to have talented writers slave over building a story line, finely drawn characterizations and dramatic build-up, skilled directors exhaust themselves in seeking to record the story and the required characterizations and then when all this is done throw it at the audience in disjointed pieces?

One need look no farther for a logical explanation of why many pictures and particularly certain types of pictures fail miserably to satisfy a critical public.

It is not to be doubted that we have right here the true explanation of why many pictures which aside from artistic effort represent the investment of many millions of dollars prove shocking disappointments to the producers who make them and to the exhibitors who show them.

PRODUCERS WOULD never think of considering a picture finished until they had seen it in its correct continuity. Sales executives would never think of making distribution plans for a subject until they had seen it in its correct continuity. Leading exhibitors who review pictures for important engagements would never think of booking them until they had seen them in their correct continuity.

Is it any wonder then that qualified executive opinion is so often shocked and surprised by public reaction—or the lack of it.

In presenting this question the practical considerations of theatre operations and the habits of the public are by no means being overlooked or discounted. It is fully recognized that for many thousands of theatres there may seem to be no way out of the practice of serving pictures to the public in a manner that seriously handicaps the very best pictures and undoubtedly ruins many lesser pictures which would have a good chance of success if given to the public in the form intended by the producer.

But here is a very great and costly evil that has come to be complacently accepted as something that just has to be. Well, maybe it just has to be but if this is so then much valuable time and effort could be saved by accepting the fact realistically and no longer continuing the search for ways and means of increasing theatre attendance.

But no condition—whatever it may be—which is destructive to the reputation of the motion picture and to the prosperity of the industry should continue to be ignored or hopelessly accepted as inevitable and unavoidable.

IT IS SHOCKING to realize that in all the urgent discussion of recent years about how to better the acceptance of motion pictures this subject is one which is politely and conveniently avoided. Yet no one has ever contended that the prevailing policy of presentation is the best way, a fair way or anything other than a harmful way to show pictures. The best that can be said for it is that in the early days of the industry when pictures had little in the way of continuity, characterization or story line it didn't make much difference.

But today all is different. Important product is thoughtfully and carefully devised, organized and articulated. It cannot escape grave damage unless received by audiences in the form and sequence intended by the producer, author and director.

The practice in presentation that persists in many thousands of theatres, great and small, is a relic—straight from the nickelodeon. It should be interred, along with the incandescent bulb marquee, the rickety piano and the undertaker chairs which were the companions of its day.

This will be done when the commercial experts of the business give due recognition to the harm that is being done and then proceed to put their knowledge and experience to finding the way.

TESMA Pick Convention Sites to 1962

Sites were selected for their conventions and trade shows of the next six years yesterday by the Theatre Equipment & Supply Manufacturers Association at the board of directors meeting at the International Trade Show here.

The new policy of choosing a number of convention spots in advance aimed at making planning easier, I. Jones, chairman of the board, said. Among other things, he said, the planning committees will have a better chance to obtain the best accommodations.

The following convention sites were picked at yesterday's meeting: 1957—Americana Hotel, Bal Harbour, Fla.; 1958—Sherman Hotel, Chicago, Ill.; 1959—Shoreham Hotel, Washington, D. C.; 1960—Conrad Hilton Hotel, Chicago, Ill.; 1961—still to be decided among Cleveland, O., Detroit, Mich. and Bal Harbour, and 1962—Conrad Hilton Hotel, Chicago.

Specific dates were not set for any of the future conventions. They will all be scheduled for sometime between the middle of October and the middle of November, Jones said.

Elections were not held for the TESMA board at this time.

The Theatre Equipment Dealers Association elected a new board of directors' meeting, which was also held yesterday. J. Eldon Perkins, Oklahoma City, Okla., was named chairman. W. A. Hodges, New Orleans, La., and W. E. Carrell, Louisville, Ky., were re-elected. New members of the board are: F. M. Wutke, Los Angeles, Calif.; M. E. Frost, Minneapolis, Minn.; H. E. Geisler, Atlanta, Ga., and Al Boudouris, Toledo, O.

U. A. Schedules

(Continued from page 1)

exhibitors, has been the goal of the company for the last several years, according to Max E. Youngstein, vice president of UA.

Youngstein proudly announced the schedule yesterday afternoon at a press conference at which Roger H. Lewin, national director of advertising, publicity and exploitation, and the executives of the advertising staff were present. Youngstein returned last week after spending 10 weeks on the coast, primarily to arrange delivery of pictures for a year's schedule, and then to look over new properties and possibilities of deals with producers.

Although the 48 pictures will be released during the year actual release dates have only been pencilled. Youngstein explained, because certain pictures may be shifted from one month to another. In general, he said, the schedule will be arranged so that the company will have at least one AA picture, one or two medium bracket pictures and one program picture a month.

MOTION PICTURE DAILY

OL. 80, NO. 59

NEW YORK, U. S. A., MONDAY, SEPTEMBER 24, 1956

TEN CENTS

By Resolution

TOA Conclave Asks for More Talks With D-J

Large Entry in Production
by Divorced Film Circuits

By LESTER DINOFF

The Theatre Owners of America convention, acting on resolutions presented by its committees, unanimously recommended on Friday that "to help relieve the product shortage, TOA should communicate again with the Department of Justice so that former affiliates may produce and distribute motion pictures with pre-emptive rights."

The conclave also urged that TOA point a small committee of exhibitors to meet with the individual sales managers of distribution "for a better understanding" of the problems confronting theatremen—big and small.

The Friday afternoon business meeting was highlighted by reports presented by each of the five convention committees—Film Practices and Problems; Small Theatre Owners; Real Estate, Taxes and Insurance; Specialized

(Continued on page 6)

Four TESMA Directors Named for Three Years

Four directors were chosen by mailed ballots opened at Friday's Theatre Equipment and Supply Manufacturers Association general meeting at the Coliseum here. Clarence Ashcraft, C. S. Ashcraft Mfg. Co.; and M. H. Stevens, Bausch & Lomb Corp., were re-elected for another three-year term. New directors elected for the same period were

(Continued on page 6)

Roll-TV Could Aid CBC, Witzgibbons Tells Gov't

Special to THE DAILY

OTTAWA, Sept. 23—Subscription television could not only bring first motion pictures and other outstanding entertainment to Canadian audiences for a fraction of the cost outside the home to see them

(Continued on page 2)

AB-PT Production Plans Boost Exhibitors' Hopes



M. P. DAILY Picture
LEONARD H. GOLDENSON

Anglo-U.S. Meet Today

By J. A. OTTEN

WASHINGTON, Sept. 23.—British and American conferees will sit down at 2:30 Monday afternoon to begin renegotiating the Anglo-American film agreement, which expires at the end of this month.

Observers anticipate little difficulty in working out a new agreement for the coming year and expect that the terms of the expiring agreement will probably be extended without too

(Continued on page 2)

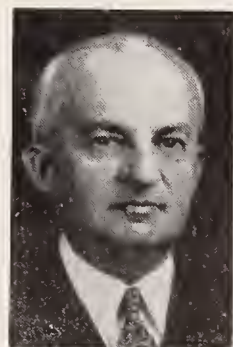
Goldenson Says Policy to Meet Today's Problems Also Calls for Fewer Theatres; Blames Consent Decree for Problems

By SHERWIN KANE
(Pictures on Page 6)

Exhibition's hopes for added sources of product were given a big boost at Theatre Owners of America's convention here on Friday when Leonard Goldenson, president of American Broadcasting-Paramount Theatres, announced that his company plans to enter production "on a relatively small scale" initially, but building up to a larger output as experience, personnel and facilities are accumulated.

H. F. Kinney Named New W-K President

H. F. Kinney, vice-president of Wilby-Kinney Service Corp., will succeed Robert B. Wilby as president upon the latter's retirement at the end of the year, it was announced at the weekend by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc., the circuit's parent company.



H. F. Kinney

Wilby will continue to serve as a director of AB-PT and on the Wilby-Kinney board, it was stated,

(Continued on page 2)

AB-PT is not prohibited by its Federal consent decree from engaging in production and it is understood that the company has been advised by its attorneys that it has the right to do so. Nevertheless, it was learned in Washington that AB-PT has informed the Department of Justice of its plans. No comment was available from the latter at the weekend. Presumably, if it was opposed to the plans it would notify the company before taking legal action of any kind.

In delivering the keynote address to the TOA convention last Thursday, S. H. Fabian, president of Stanley Warner Theatres and of Cinerama, said his company is engaged in conferences with the Justice Department

(Continued on page 7)

Television Today

IN THIS ISSUE

PAGE 9

► In Our View—"How to Use Television," a booklet issued by the National Association of Radio and Television Broadcasters concurrent with National Television Week, offers pertinent advice to the public and the industry.

► Spotlighting the new in Television Today.

► Passing in Review—The week's highlights in shows.

Delegates Laud DAILY's Saturday Special Issue

Delegates to the TOA-TESMA-TEDA-PCA convention were enthusiastic in their praise of MOTION PICTURE DAILY's Special Saturday Convention Issue, which was distributed to hundreds of delegates at their weekend business sessions, and the many visitors to the equipment trade show.

The special Saturday issue carried up-to-the-minute convention news and the latest trade developments of interest.

"A great job and a wonderful service," was the typical reaction of the readers.

PERSONAL MENTION

HAL WALLIS arrived in New York over the weekend from the Coast.

HARRY C. ARTHUR, Jr., chairman of the board of directors of the Southern California Theatre Owners Assn., will be in New York from Los Angeles for a week starting Oct. 1.

EMERY AUSTIN, M-G-M exploitation head, and **ARTHUR CANTON**, of the home office publicity department, will return to New York today from Cincinnati and Cleveland.

MARTIN MOSKOWITZ, 20th Century-Fox Eastern division sales manager, is in Gloversville, N. Y., from here.

WILLIAM CAMPBELL, advertising manager of "Cosmopolitan," has returned to New York from Chicago.

WILLIAM T. ORR, producer, has returned to Hollywood following a business trip to England and France.

JAMES MITCHELL, of the 20th Century-Fox production department, left here Saturday via B.O.A.C. for Toronto, B.W.I.

PHILIP N. KRASNE, of Gross-Krasne, producers, has arrived in New York from the Coast.

WILLIAM B. ZOELLNER, head of M-G-M short subject sales, will return to New York today following visits to five exchange cities.

Kincey Heads W-K

(Continued from page 1)

and James Harrison will be Kincey's representative for the theatres in this group operating out of Atlanta.

"With the retirement of Robert Wilby from the operating management of Wilby-Kincey theatres, one of the great leaders in the motion picture industry is withdrawing from active service," Goldenson said. "His clear thinking, foresight and ingenious approach to many of the industry problems have benefited not only the Wilby-Kincey theatres but the entire industry as well. We are fortunate in having his continued services as a director of our company and the theatre circuit."

Goldenson said, "We are also most fortunate in having Kincey, one of the South's outstanding exhibitors and long-time associate of Wilby, assume the responsibility as president. The additional support of Harrison in the circuit operations will further assist the management organization."

In Special 60-Page Section

'Fabulous' Picture Harvest Due Says 'Cosmopolitan'

The October issue of "Cosmopolitan," on the newsstands today, features a special 60-page section devoted to all facets of the motion picture industry, its past, its present and its future prospects as they appear today.

The "special movie issue" is key-noted by its front cover, featuring the pictures of five current stars. It is kicked off with a comprehensive four-page story on the history of the industry by T. F. James. The James piece, without mincing words, frankly recounts some of the industry's less glorious aspects, its recent financial troubles and its facing of television competition. It also describes "a brighter future than you'd suppose, especially for lucky movies fans who will reap the harvest of the most fabulous pictures ever made."

James also devotes considerable space—for a consumer magazine—to "inside" trade discussions of the film industry, quoting at length Alfred Starr, former official of Theatre Owners of America, and Albert Sindlinger, industry analyst.

Another feature of the issue is a profile of exhibitor Don Rugoff, vice-president of Rugoff and Becker, owners of 18 theatres in New York. The profile, titled "Portrait of a Happy Theatre Owner," emphasizes Rugoff's successful art theatre operation and concludes that nothing is wrong with the film industry—"nothing, at least, that a few more Rugoffs and Beckers wouldn't cure."

Canada Toll TV

(Continued from page 1)

but could make the present money-losing Canadian Broadcasting Corp. a self-supporting operation.

This evidence was presented on Friday before the Royal Commission on Broadcasting by proponents of subscription tv represented at hearings by J. J. Fitzgibbons, president, Famous Players Canadian Corp., Toronto; E. E. Fitzgibbons, president, and John Pouliot, executive engineer, Trans-Canada Telemeter Ltd., Toronto; Paul A. Porter, International Telemeter Corp.; Pieter Van Beek, assistant to the president, and Gregar P. Sletteland, legal department, Zenith Radio Corp., Chicago; James M. Landis, special council, and Arthur Levey, president Skiatron Electronics and Television Corp., New York.

Zenith spokesmen told the commission that the large deficits experienced by CBC, expected to reach \$7,000,000 this year, another inevitable result of Canada's small population and great area.

Appearing for Trans-Canada Tele-

Anglo-U. S.

(Continued from page 1)

much change. Under the current agreement, industry companies were able to take \$17,000,000 out of Britain last year. Approximately another \$4,000,000 was added to that total in funds coming to American distributors both under the Eady Plan and as a bonus for production in Britain.

The negotiating teams will meet again on Tuesday, and hope to reach agreement that afternoon.

Heading the industry team will be Eric Johnston, president of the Motion Picture Association of America, and Ellis Arnall and Gunther Lessing of the Society of Independent Motion Picture Producers.

LONDON, Sept. 23.—On the eve of the Anglo-American film agreement talks, the leftish Association of Cinematograph and Allied Technicians here wrote the president of the Board of Trade stressing the film union's proposals for revision of the agreement—namely, American companies can only remit a sum equivalent to what British companies take out of America, establishment of a British Film Centre in America and of an Anglo-American Films Council.

This letter has now become an annual ACT protest. It was answered by a BOT spokesman to the usual effect that the proposals would receive the BOT's consideration. However, it is understood that the Board's view is that the agreement probably will be extended without amendments.

meter, which is backed by Famous Players Canadian Corp., Paul Porter told the commission the current films of high quality could be available by subscription tv, though at present it is impractical to offer such films on free or sponsored tv.

Landis pointed out that toll-tv is a "reality" with definite potential for benefitting millions of families owning tv sets in the United States and Canada. Specific potentials of subscription tv named by Mr. Landis include expansion of broadcasting facilities, particularly in the UHF field, and presentation of outstanding programs of types not now available, without interruptions by commercials.

Hit Coliseum Labor Set-Up

Several equipment and concession exhibitors at the International Trade Show here expressed strong resentment of "certain labor union difficulties" encountered while putting their displays and vowed that if other trade show were held at N.Y. City Coliseum, where this exhibition is currently underway, the companies would not participate.

Resentment and indignation was voiced by a number of exhibitors who were informed by various labor union officials at the Coliseum that they must hire several union workers to erect the displays, regardless whether, in the opinion of the exhibitor, any help at all were needed.

Some Theatre Owners of America personnel also expressed dissatisfaction with labor arrangements.

Carpenter, at \$8 Per Hour

One concessionaire was informed that he must hire a carpenter at an hour to open a wooden crate containing a six-foot cardboard display sign. He opened it himself when the union steward left. Another exhibitor was reprimanded because the display he brought ready-made had not been built and labeled by a carpenter union. The union representative "warned" him told the exhibitor that displays in the Coliseum had to be built by "authorized union men in the area."



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DC-7s
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LOS ANGELES!

two flights daily!

UNITED AIR LINES

POSITION WANTED—Male

F. C. Bkpr.—Acc't.—Off. Mgr.—Auditor
10 Yrs. diversified Acc'tg. EXPERIENCE
Plus 8 Yrs. N.Y.C. Film Exchanges.

BOX 925, MOTION PICTURE DAILY
1270 6th Avenue, N. Y. 20

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PEOPLE

Barney Balaban, Jack Cohn, Spyros P. Skouras and Albert Warner have agreed to serve as honorary chairmen of the advisory council for the 23rd annual "Night of Stars," a gigantic United Jewish Appeal benefit show, which will be held at Madison Square Garden on Nov. 19, it has been announced by Sylvan Gottlieb, general chairman of the affair. Proceeds from the show will go to the UJA's program of refugee relief and Israel rebuilding.

□

N. J. "Nick" Sondag, long associated with exhibition in the Kansas City area, has joined Filmack Trailer Co. as representative in that territory.

□

Ely Landau, president of National Telefilm Associates will address the first Fall meeting of the National Television Film Council on "The Film Network's Future in T-V" at the Delmonico Hotel, Thursday.

□

John V. Tarleton has been named director of advertising art for Eastman Kodak Co. He was formerly art director of the Liggett & Myers division of Cunningham & Walsh, New York advertising agency.

□

William M. Kumins, branch manager for Warner Brothers in Boston, has been named chairman for the motion pictures distributors for the 1957 Red Feather campaign for Metropolitan Boston. Arthur Morton, manager of the Paramount Theatre here, has been appointed exhibitor chairman.

Study Milwaukee Tax On Theatre Admissions

MILWAUKEE, Sept. 23—A special city committee on taxation here, attempting to find new city revenue so that the property tax rate can be held down, has approved in principle, with two other new taxes, a 3 per cent tax on admissions to motion pictures, plays and ball games.

Before such a tax could go into effect, it would have to be approved by the common council, and the 1957 state legislature would have to amend existing state laws.

Shepard A. Magidson, administrative assistant to the city comptroller, estimated that the annual revenue from such a tax would be about \$300,000 a year. He said it could be justified to cover the cost of policing and inspecting theatres and other public entertainment places. This tax, of course, would only cover theatres in the city of Milwaukee and not those located in the suburbs or the drive-in.

REVIEW:

The Best Things in Life Are Free

20th Century-Fox—CinemaScope

A LOT OF hardworking, artistically enterprising people have given the very best that is in them to this lush De Luxe Color and CinemaScope job that concerns itself with the rise to fame of De Sylva, Brown and Henderson, the topnotch songwriting team of the 1920's. Gordon MacRae is De Sylva; Ernest Borgnine is Brown; and Dan Dailey is Henderson. Lithe-limbed Sheree North is around as an entertainer who yearns romantically for MacRae, and Tommy Noonan sparkles as much as he can in a role that does not afford him much comic range.

There is some frenetic dancing of the black bottom and other dance numbers of the time, much of the famed trio's music gets on the sound track, the photography is striking and the sets are lavish in the best 20th-Fox musical tradition. The over-all effect is somewhat synthetic and lightweight, but the battery of talent on hand does much to compensate for the weaknesses of the almost plotless screenplay.

All the period accoutrements are generously in evidence for the nostalgia of the oldsters and the amused wonderment of the younger folks, including brash gangsters and their stupid molls, dizzy flappers, square-backed old autos, raccoon coats and cloche hats. MacRae sings pleasantly, Dan Dailey is agreeable but more subdued than usual, Borgnine rises frequently above the limitations of his role as written to lend sock to some of his scenes, and Myrvyn Vye is amusing as a gangster lord who backs the boys' first produced show.

There are colorful backgrounds of Hollywood, Broadway and Atlantic City, and some sparkling production numbers, in which Miss North dances exceptionally well. In one hotcake of a number she really stops the show. As an actress she is somewhat less skillful, but her agreeable personality registers. Henry Ephron's production values show care, and Michael Curtiz has kept the flimsy plot shooting forward at a fast clip. Running time, 104 minutes. General classification. For September release.

LAWRENCE J. QUIRK

Studio Films' Deal for Warner News Completed

The deal whereby Studio Films, Inc., through its executive vice-president, Benjamin Frye, assumes the operation of all facets of the business projects of Warner News, Inc., with the exception of the production and distribution of Warner Pathe newsreel which service was discontinued as of Aug. 23, has been consummated, it was announced over the weekend.

Studio Films, Inc. and Benjamin Frye and his associates, Andrew Gold, Robert Youngson and John Le Vien, officially took over activities of Warner News, Inc. as of midnight Friday.

Pasternak Back From Locations in Italy

Joseph Pasternak arrived in New York from Rome on Friday after completing exteriors for his forthcoming M-G-M production, "10,000 Bedrooms." He reported that shooting of the exteriors in Italy was accomplished on schedule, "to the amazement even of the Italians who said it usually requires more time to get a permit than we used in shooting."

Pasternak left for the Coast over the weekend for final work on "10,000 Bedrooms" and to assist with plans for the opening of "The Opposite Sex," which he also produced for M-G-M.

SMPTE Warner Award Goes to C. C. Davis

Charles C. Davis, special projects engineer for Westrex Corp., has been selected as the 1956 recipient of the Society of Motion Picture and Television Engineers' Samuel L. Warner Memorial Award. The medal will be presented to him on Tuesday night, Oct. 9, during the Society's 80th semi-annual convention at the Los Angeles Ambassador Hotel.

The Warner medal, which was first awarded in 1947, is given in recognition of outstanding achievement in sound motion-picture engineering. Davis was selected for his development work in sound recording systems including an improved film transport mechanism universally referred to as the Davis Drive, for which he received an Academy Award, and a multi-track magnetic head with extremely low crosstalk.

'Oklahoma' in K. C.

LITTLE ROCK, Ark., Sept. 23.—Rodgers & Hammerstein's "Oklahoma!" produced in Todd-AO, will open here Wednesday at the Capitol Theatre. The public opening on that date will be preceded by an invitational premiere September 25, to which press, radio and tv representatives, public officials, civic, patriotic and cultural leaders of the state have been invited.

NEWS ROUNDUP

'Silent World' Opens Here

His Excellency Bernard Cornut-Gentile, French Ambassador to the United Nations, headed a list of notables from the diplomatic, social, entertainment and journalistic worlds attending the opening of Columbia Pictures' "The Silent World" at the Paris Theatre here last night. Lacy Kastner, president of Columbia International, introduced M. Robert Valleur, first counsellor of the French Embassy in Washington, who, in turn, introduced Capt. Jacques-Yves Cousteau, who filmed the undersea feature.

■

Busy Week for Johnston

This week sees a heavy social program at the headquarters of the Motion Picture Association of America in Washington. Tonight, MPAA president Eric Johnston will give a dinner for the members of the British delegation, who will be here to renegotiate the Anglo-American film agreement. On Wednesday Johnston will be host at a dinner for newly arrived Japanese Ambassador Masayuki Tani. Friday night Johnston will entertain at dinner the 38 French exhibitors who attended the Theatre Owners of America annual convention.

■

Goldwyn Meets Press Today

Samuel Goldwyn, just back from a three-month tour of England and Europe, will meet the press here this morning, at the Ambassador Hotel, to discuss developments in the industry here and abroad.

■

'Actor' Rights to Hawks

William Hawks has concluded a deal for the screen rights to Niven Busch's novel, "The Actor," which he plans to film on an elaborate scale under the banner of his Colony Pictures, Inc.

To Open UA Meeting In Phila. Tomorrow

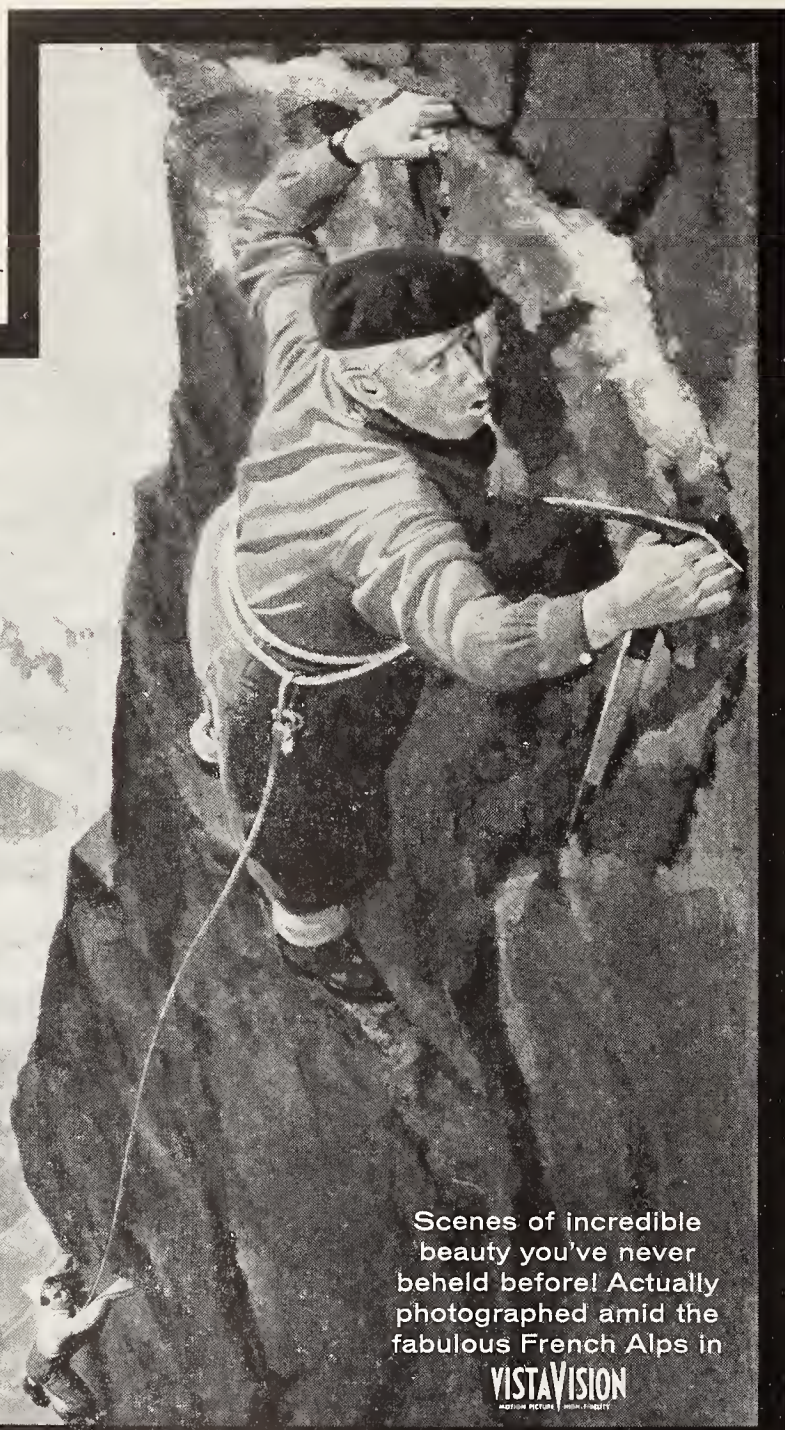
PHILADELPHIA, Sept. 23—The fourth of United Artists' 1956 district conventions will open at the Warwick Hotel here Tuesday. The three day session, setting regional sales plans for the fall and winter, will be jointly led by James R. Velde, general sales manager for UA, and Milton E. Cohen, Eastern and Southern division manager.

Field sales executives from the Eastern district will participate in the sales conferences. Sales goals and distribution plans are being set at the various conventions for "the greatest concentration of top quality product in UA's history," Velde said.

'THE MOUNTAIN' LOOMS AS TOWER ADS SCIENTIFICALLY DETERMINED

AN EXCITING EXPERIENCE IN **SUSPENSE!**

You'll tell your friends about this story of two brothers like Cain and Abel . . . one good, one utterly evil. You'll climb an impossible mountain with them, searching above the clouds for the wreckage of a giant airliner!



Scenes of incredible beauty you've never beheld before! Actually photographed amid the fabulous French Alps in

VISTAVISION
motion picture with sound



ZACHARY... no fear in him!



CHRIS... he climbed for kisses!



MARIE... she'd wait forever!



SIMONE... she traded men!

PARAMOUNT PRESENTS

SPENCER TRACY · ROBERT WAGNER in **THE MOUNTAIN**

Co-starring **CLAIRE TREVOR** • Produced and Directed by **EDWARD DMYTRYK** **TECHNICOLOR®**
Screenplay by **RANALD MACDOUGALL** • Based on the novel by **Henri Troyat**



IG GROSSER...WITH "WANT-TO-SEE" BY NATIONAL SURVEY.....

**Two thousand boxoffice patrons
of all ages—in 48 states—
collaborated with
Paramount in this
excitement-selling
campaign.....!**

They gave their enthusiastic appraisal to interviewers from Sindlinger & Company, motion picture analysts. "You can't see that ad without wanting to see the movie!" "Thrilling—puts me right into the action!" "Has gripping appeal!" These are typical comments that told us we've not only got a great picture but a persuasive campaign to bring men, women and children to ticket-windows in record numbers.

THE MOUNTAIN
... where you'll be part of an
exciting experience in suspense!

THE MOUNTAIN
... where you'll climb with two brothers,
one like Cain, the other Abel—one good,
one evil, in search of the wreckage of a
giant airliner at the summit!

THE MOUNTAIN
... where you'll live amid the scope,
the splendor, the full majesty of the Alps
... as it could only be captured in
VISTAVISION

You'll live amid the
scope, the splendor,
the full majesty of
the Alps... as they
could only be cap-
tured in VistaVision
when you see **THE**
MOUNTAIN

THE MOUNTAIN



PARAMOUNT PRESENTS

TRACY • ROBERT WAGNER
in
THE MOUNTAIN

RE TREVOR • Produced and Directed by **EDWARD DMYTRYK**
• Based on the novel by Henri Troyat



D-J Talks

(Continued from page 1)

Foreign Films, and Advertising and Publicity.

Greer Group Reports

Nathan Greer, co-chairman of the Film Practices and Problems Committee, in his report, said "it is the feeling of his group that the major factor in the current box office depression is the lack of a steady flow of merchantable pictures. There are no indications that the existing domestic sources of supply will increase the number of pictures that they will produce and release. It is, therefore, recommended that the officers of TOA undertake to do everything available to them to encourage the wide acceptance of films made abroad. To that end, they are requested to set in motion the machinery of conference, negotiation, etc. This should include, if necessary, meetings of TOA representatives with representatives of foreign production and distribution, especially in Great Britain, which country, because of the common language identity, may well represent the greatest potential."

Urges Early Negotiations

The Film Practices and Problems Group said it viewed "with favor the association's reaffirmation of its belief in the principles of arbitration and conciliation, and hopes that early negotiations will start for the purpose of evolving a workable system of arbitration and conciliation." Also, the committee took cognizance that "in the present seller's market distribution is primarily using competitive bidding for the obtaining of higher film rentals. This practice is unwarranted and should cease and we only regret that the exhibitors of this country are apparently without legal means to eradicate this vicious practice."

Greer told the convention that exhibition must be on its guard that distribution may seek to get the major portion of the benefits from the recent tax relief by way of increased film rental. He declared that "the distributors must be and must remain, conscious of the fact that this relief was granted to exhibitors, to help exhibitors remain in business."

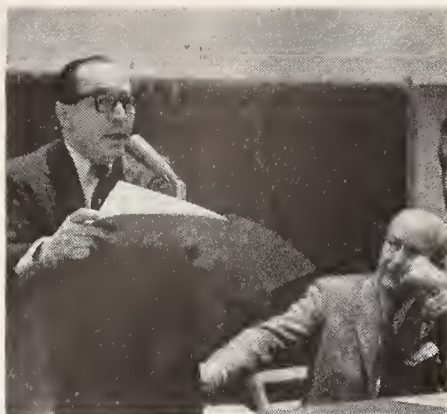
Ask Amended Decrees

The committee recognized the shortage of product situation and the convention by a voice vote, urged that the TOA resolution on this issue be communicated to the U. S. Department of Justice, "that the Dept. of Justice grant its consent, as quickly as possible to appropriate amendments to the present decrees in the U. S. vs. Paramount to the end that the former affiliate may produce and distribute motion pictures with pre-emptive rights to show these pictures in their own theatres, subject to the necessary controls against monopoly, but not such controls as may defeat the purpose of getting more pictures in release in the quickest possible way and time."

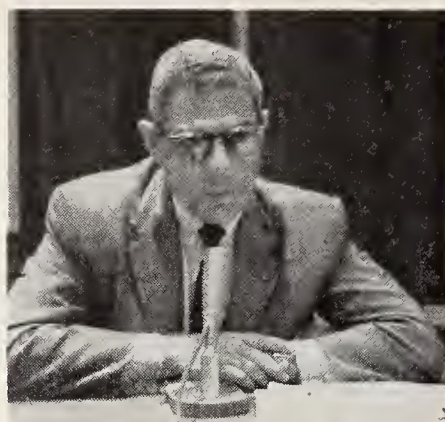
Roy Cooper, co-chairman of the Small Theatre Owners Committee, re-

... and Showmanship

being a continuation of the TOA story. The Friday meeting, with but a break for luncheon and Goldenson's speech, was on showmanship. Which everyone is for . . .



LEADERS. Harry Goldberg, with president Ernest G. Stellings, above. Right, showmanship speaker Henry G. Plitt.



[told by Floyd Stone]



STUDENTS. Above: A. S. Alperin, Maurice Shulman, Robert L. Conn, C. Gorden, Carl Anderson. Right, Rudolph Sanders, B. Penzien, Richard Hallett, and Herbert Bonifas.



ceived the convention's support for his resolution calling for a meeting with the sales managers. Reciting a list of major problems confronting theatre-men, Cooper said that "most of these problems could be resolved to the satisfaction of both exhibition and distribution . . . for a better understanding between us." The Committee also asked for support to divorced circuits in their proposed efforts to enter production and distribution. "Inasmuch as the television industry is permitted to both produce and telecast motion pictures, our industry should be given the same rights. Should further action be necessary, TOA should embark upon a grass roots campaign seeking support of every senator and congressman similar to the successful tax relief campaigns." The committee report also recommended that TOA should devise a public relations campaign aimed at increasing theatre attendance and that producers-distrib-

tors—as well as other exhibitor organizations—should be invited to join in. Also, Cooper said that the producers and distributors be requested to allocate advertising budgets now being used to sell exhibitors for more extensive and effective campaigns to the public. The convention, after some discussions on these points, approved them.

Need for Product Stressed

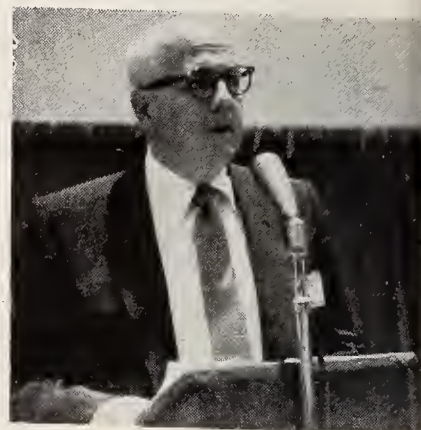
The Small Theatre Owners Group did not specify in their resolution on affiliated circuits entry into production and distribution whether or not the affiliated circuits should have pre-emptive rights. It was pointed out that all theatres need more product and that if the divorced circuits are the means to get that product, all TOA support would be given. One theatreman even said that he was willing to buy product turned out by divorced

(Continued on page 8)

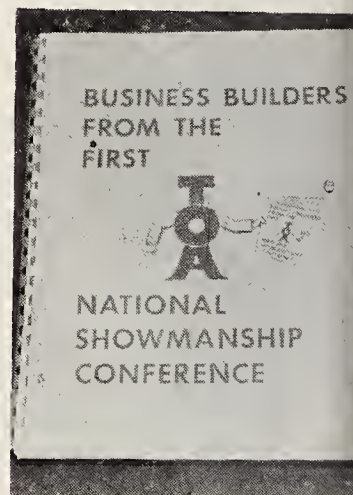


AMONG those on the dais with Goldenson (see page 1) were Sidney Markley, LaMar Sayre, Herbert Lazarus, Frank Waller.

SHOWMANSHIP chairman the morning session was Burton I. Jones, below.



. . . AND A BOOK.



TESMA

(Continued from page 1)

Arthur J. Hatch, Strong Electric Co. and Martin N. Wolf, Altec Co.

The terms of the president, L. Jones, Neumade Products Co., and Tom LaVezzi, LaVezzi Machine Works, run for another year. Mel Lewis will continue as executive secretary.

Seven on Board

The rest of the board of directors consists of: Ben H. Adler, Adler & Houette Letter Co.; Larry Davees, Century Projector Corp.; J. A. Fetherston, Kollmorgen Optical Corp.; A. Meyer, International Projector Corp.; V. J. Nolan, National Carbon Co.; F. O'Brien, Radio Corp. of America; Erwin Wagner, Bausch & Lomb Co.; and Fred J. Wenzel, Wenzel Projector Corp.

AB-PT Production Plans Told TOA Conclave

Also Intends to Pare Number Of Its Theatres

(Continued from page 1)

With a view to obtaining authorization to enter production.

The S-W consent decree contains a prohibition against such a move, as do the decrees governing National Theatres and Loew's. The Paramount and RKO decrees, the first to be entered into, did not contain such restraints.

In announcing AB-PT's policy decision, Goldenson said it was one of two courses of action decided upon by the company to meet the current and future problems of exhibition.

The second policy decision is to reduce the number of theatres operated by the company.

Details Not Set

In neither area have the company's plans been spelled out in detail yet, Goldenson told MOTION PICTURE DAILY. No specific number of pictures nor specific appropriation for investment in production has been decided upon, nor has any specific number of theatres been fixed upon as a goal either for divestiture or for even-ual operation.

"Any theatre that is not showing a profit is not wanted in our future operation," Goldenson said.

He declared, however, that "first and foremost, I believe the motion picture industry has the basic vitality and resources to build a bright future, and that our company intends to have its place in that future. This belief is

Some Believe Decree Should Be Re-Opened

Industry figures speculated in the wake of the moves of AB-PT and Stanley Warner to enter production whether a reopening of the Federal consent decree might not be in order for other reasons as well as production by exhibitors.

It was pointed out that divorced circuits have gone far beyond decree requirements in the divestiture of theatres and that if they require more product to keep their remaining theatres open, as they contend, circuits like Stanley Warner, National Theatres and List (RKO) Industries could not be prevented from providing it for themselves. Nor, it was argued, should producers-distributors be prevented from acquiring a showcase that one of the theatre companies may be relinquishing.

Many other decree provisions have come outdated in recent years and need re-examination, many believe.

the foundation of our path of action."

Goldenson said the decision to go into production was made "in order to protect our major investment in this industry. The extent of our participation at the start would be on a relatively small scale, because our abilities at the outset may be limited . . . we need more experience . . . and we face problems in facilities and personnel. But as a long range undertaking, we would hope to gain the necessary knowledge to understand production so that we can consider approaching the problem on a larger scale."

Hits Consent Decree

The AB-PT head ascribed exhibition's primary problems—insufficient product, too few customers, high film rentals, lower theatre profits and more theatre plant obsolescence—to the industry consent decree, which resulted from Federal litigation instigated by independent exhibitors in the late 1930s.

"This decree's intent was to create an equality of economic opportunity in the motion picture industry—by regulations providing all exhibitors with ready access to a free flow of pictures, and all producers with ready access to all exhibition outlets. It is now clear that divorcement created many more problems than it has solved," Goldenson said.

"The decree placed the balance of power in the hands of producers. It brought about the product shortage, the multiple runs, the exorbitant film rentals, over-extended playing times and competitive bidding—and it left exhibitors with an increasing burden of having to be more and more ingenious in making a profit, the AB-PT executive said.

Sees 5,400 Houses in Red

Goldenson said that the industry's total theatre plant of about 19,200 theatres has remained fairly constant over the past 10 years but the amount of business available today is spread too thinly among too many theatres. In today's market many theatres are uneconomic and obsolete and do not offer the comfort and conveniences that are essential. He added that industry estimates reveal that approximately 5,400 theatres are in the red and that an additional 5,200 are on the fringe. And based on these facts, it is reasonable to assume that the 5,400 theatres and possibly half of the 5,200 theatres will have to go by the boards, he said.

Circuit Has 580 Houses

Goldenson said there are 580 theatres in the AB-PT circuit now, remaining from the 1,500 it inherited from Paramount at the time of divorcement. The decree authorized retention of 650 of those. By Nov. 3, he said, 24 more theatres of the Maine-New Hampshire Theatre Corp. will have been divested.

To become aggressive competitors for a fair share of the nation's huge leisure time market, Goldenson said,

"We believe that our company's inter-related program of reducing theatres and entering production represents the best initial step we can now take to build our business.

"We see this improved relationship between total theatre facilities and picture supply ultimately leading to an exhibition program of building for newness—with the finest, most modern theatres, designed to attract greater numbers of people," he said.

Goldenson's announcement that his company planned to enter production evoked a standing ovation from more than 300 convention delegates, many of whom went to the rostrum at the conclusion of his talk to felicitate him personally.

Weekend Sessions for Convention

Convention activities, both business and social, continued over the weekend with a well attended TOA-TESMA equipment showmanship forum Saturday morning with M. A. Lightman, Sr., of the Malco Circuit, Memphis, as chairman. Panel members were Joseph J. Zaro, Edwin Gage and Don Hyndman.

Saturday afternoon was given over to a meeting of TOA's board of directors, and Saturday night delegates attended an elaborate Circus Party at the Waldorf-Astoria Hotel, sponsored by Pepsi-Cola.

Yesterday was an open day but

Called Move to Aid Business By Goldenson

delegates return to the New York Coliseum this morning for a TOA-PCA concessions forum, at which R. M. Kennedy will be chairman. Panel members are Sylvan Myers, J. O. Hoover, Albert Florscheimer and Bert Nathan. Alfred Starr will be toastmaster at the final luncheon session today, at which Ogden Reid II, president and editor of the New York Herald-Tribune, will be the principal speaker.

Drive-in Forum Today

The afternoon session will be devoted to a drive-in forum with Joseph J. Rosenfield as chairman and Horace Denning as moderator. Panel members will be Jack Braunagel, Henry Griffing, Douglas Amos, Michael Redstone and C. L. Patrick.

Final event of this year's convention will be the president's banquet at the Waldorf-Astoria tonight, sponsored by Coca Cola. TOA's "star of the year," William Holden, will be the principal speaker.

WARNER BROS.' TRADE SHOWINGS OCT. 3

WILLIAM HOLDEN

AS A ROCKET PILOT, U.S.A.F.

"TOWARD THE UNKNOWN"

FROM WARNER BROS. IN WARNERCOLOR

CO-STARRING

LLOYD NOLAN · VIRGINIA LEITH · CHARLES MCGRAW

WRITTEN BY BEIRNE LAY, JR.
ASSOCIATE PRODUCER

A TOLUCA PRODUCTION · PRODUCED AND DIRECTED BY MERVYN LEROY PRESENTED BY WARNER BROS.

ALBANY

20th Century-Fox Screening Room
1052 Bway · 8:00 P.M.

ATLANTA

20th Century-Fox Screening Room
197 Walton St. N.W. · 2:00 P.M.

BOSTON

20th Century-Fox Screening Room
115 Bway · 2:00 P.M.

BUFFALO

Motion Picture Operators Hall
498 Pearl St. · 8:00 P.M.

CHARLOTTE

20th Century-Fox Screening Room
308 S. Church St. · 2:00 P.M.

CHICAGO

Warner Screening Room
1307 So. Wabash Ave. · 1:30 P.M.

CINCINNATI

RKO Palace Th. Screening Room
12 E. 6th St. · 8:00 P.M.

CLEVELAND

20th Century-Fox Screening Room
2219 Payne Ave. · 2:00 P.M.

DALLAS

20th Century-Fox Screening Room
1803 Wood St. · 2:00 P.M.

DENVER

Paramount Screening Room
2100 Stout St. · 2:00 P.M.

DES MOINES

20th Century-Fox Screening Room
1300 High St. · 12:45 P.M.

DETROIT

20th Century-Fox Screening Room
2211 Cass Ave. · 2:00 P.M.

INDIANAPOLIS

Universal Screening Room
517 No. Illinois St. · 1:00 P.M.

JACKSONVILLE

Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. · 2:00 P.M.

KANSAS CITY

20th Century-Fox Screening Room
1720 Wyandotte St. · 1:30 P.M.

LOS ANGELES

Fox Westcoast Sc. Rm.
1837 So. Vermont Ave. · 2:00 P.M.

MEMPHIS

20th Century-Fox Screening Room
151 Vance Ave. · 3:00 P.M.

MILWAUKEE

Warner Theatre Screening Room
212 W. Wisconsin Ave. · 8:00 P.M.

MINNEAPOLIS

Warner Screening Room
1000 Currie Ave. North · 2:00 P.M.

NEW HAVEN

Warner Theatre Screening Room
70 College St. · 8:00 P.M.

NEW ORLEANS

20th Century-Fox Screening Room
200 Liberty St. · 2:00 P.M.

NEW YORK

Home Office
321 W. 44th St. · 2:15 P.M.

OKLAHOMA

20th Century-Fox Screening Room
10 North Lee St. · 10:00 A.M.

OMAHA

20th Century-Fox Screening Room
1502 Davenport St. · 1:30 P.M.

PHILADELPHIA

Warner Screening Room
230 Mo. 13th St. · 2:00 P.M.

PITTSBURGH

20th Century-Fox Screening Room
1715 Blvd. of the Allies · 1:30 P.M.

PORTLAND

Star Screening Room
925 N.W. 19th Ave. · 2:00 P.M.

SALT LAKE CITY

20th Century-Fox Screening Room
316 East 1st South · 1:00 P.M.

SAN FRANCISCO

Republic Screening Room
221 Golden Gate Ave. · 1:30 P.M.

SEATTLE

Egyptian Theatre
2:00 P.M.

ST. LOUIS

Srenco Screening Room
3143 Olive St. · 1:00 P.M.

WASHINGTON

Warner Screening Room
1318 E. Sts. N.W. · 10:30 P.M.

TOA Is Given Attendance Building Plan

A program outline for building theatre attendance was presented to the Theatre Owners of America convention Friday by Harry Goldberg of Stanley Warner Theatres, acting as chairman of a committee appointed by TOA to draw up an industry public relations program.

The committee report stated that "increase in theatre attendance must be the keystone of any public relations program."

The committee recommended the establishment of a permanent organization within COMPO to be responsible for the suggested program's execution and development. The report outlined the following activities for possible adoption as the beginning of a campaign:

Seven Suggestions Made

Audience awards to "stimulate public interest in movies and movie personalities" by having the patrons marking ballots nominating top stars and pictures;

An advertising campaign to sell the theatre itself "as the best source of entertainment";

A giant giveaway prize contest after the fashion of tv giveaway shows;

A product trailer showing scenes from all the companies' outstanding coming pictures to the public around the country on a special day designated as National Movie Day;

A community reel, a short subject produced to show the importance of the theatres to surrounding business establishments, and

"Movietone Tours," a revival of the tours of Hollywood studios and personalities as a continuous year-round project.

The report also recommended that the trade papers have a voice in the program and be represented in the suggested organization within COMPO.

TOA Eying Eady Fund For U. S. Adoption

The officers of Theatre Owners of America were urged to make a study of the purposes, functions and results of the Eady Fund in Great Britain and to determine whether such a system is feasible for adoption in the United States. It was urged that the TOA directors study this at their next meeting.

D. of J. - TOA Talks Urged

(Continued from page 6)

circuits under "Block Booking deals" by putting up a guarantee in advance.

The Advertising and Publicity Committee report was presented by Norris Hadaway to the convention which listened to a number of ways and means of boosting merchandising and promotion at point of sale. No resolutions were presented.

The convention approved a resolution presented by Walter Morris, co-chairman of the Specialized Foreign Films group, that a central agency be established from which exhibitors could endeavor to buy or start negotiations for films.

Morris said that the TOA directors should compile a brochure of foreign films which should include programming, theatre operation, pitfalls to avoid, sample letters to patrons, the type of publicity releases to be issued, the type of advertising policy and the type of exploitation best suited to this operation. It was also resolved to have requests made to trade papers to have regular listings of foreign films, to have more information disseminated by the Independent Distribution Association, and that an international meeting of TOA and foreign film producers be held as early as practical to discuss ways and means of facilitating the sale of imports in all countries.

The committee on Real Estate, Insurance and Taxes recommended the study of plans under which theatres would be assessed on their market

value, which should take into consideration allowances for depreciation and obsolescence.

It was further suggested by this committee that exhibitors examine their policies to see whether or not they have received proper credit as a result of the reduced workmen's compensation rates; that they keep closer tab on the number of employees in regard to social security taxes; and that exhibitors seek to secure rate reductions on fire insurance.

Showmanship Stressed

The morning session on Friday was devoted to showmanship and the National Conference in Chicago TOA held in mid-summer. Chairman Burton Jones declared that "showmanship is something which the theatreman has had taken away from him. To get back to our rightful place in the sun, we must fight by using new and more dramatic concepts. We now spend too much time buying film and not enough on selling and merchandising the few good films we do get."

Ernest Stellings, newly-elected president of TOA, said that exhibitors are looking forward to the future, have hopes for a good future, and that theatremen still have a chance.

Burt Lewis of Los Angeles told the convention about his organization's Trading Stamp Redemption Plan for motion picture theatres which will start next Wednesday in theatres in Fresno, Calif.

Balaban Not Worried By Autumn Television

The avalanche of major companies' film backlogs expected on television this fall and winter does not have John Balaban, president of Balaban & Katz, leading Chicago theatre circuit, quaking with apprehension.

Interviewed at Theatre Owners of America annual convention here, Balaban said it may reasonably be expected that the better films will take some trade away from theatres when shown. However, he believes a large percentage of the films on tv will command no bigger audiences than most of the films already available to tv.

Says Big Attractions Pull

"Just as in our theatres," Balaban said, "the really big pictures are the only ones that will attract really important audiences. Even when such pictures are shown, we have noticed that many people nowadays leave their homes at the conclusion of such showings and attend the theatre;

Shor Is Optimistic On All-Industry Roundtable

Optimism concerning the holding of an all-industry roundtable conference between producer-distributors and Rube Shor, president of Allied States Association, was expressed at the Theatre Owners of America convention and trade show.

Shor, who returned to Cincinnati over the weekend, said that he had conferred with the distribution sales managers individually last week and from these conferences, he has come to any opinion that the companies "may change their minds about a roundtable meeting."

The Allied president said that he was in New York to confer with equipment people concerning his association's forthcoming convention and trade show. He said that he will return to New York this week.

they just will not stay away if you have a really big attraction to offer."

Balaban said he feels the same about "spectaculars" and color tv.

Gov't Studying AB-PT's Plan

By J. A. OTTEN

WASHINGTON, Sept. 23—Department of Justice officials indicated today that they had been informed in advance by American Broadcasting Company that it had decided to engage in production with Paramount Theatres of its policy announced by Leonard Goldenson, president, at the Theatre Owners of America convention in New York City, but withheld comment on Department's attitude.

Production Not Forbidden

It was conceded that the Paramount Federal consent decree, which covers the divorced theatre company now AB-PT, contains no injunction against the latter entering production. Paramount was the first to enter into a consent decree and RKO was second. The latter likewise imposed no prohibition on the divorced theatre company engaging in production, but Warner, 20th Century-Fox and Loew's decrees which followed, do contain such restrainers.

Observers here pointed out that while AB-PT would appear to have the legal right to go ahead with production policy without authorization from Justice, the latter, nevertheless, would be free to go to court to seek a restrainer in any of various forms if it felt that any unfair competitive advantage would accrue to AB-PT, or injury to its competitors result from the new policy.

Questions Posed

However, the situation appeared to take on additional complications in view of the questions which will be injected as to whether, if AB-PT goes ahead with production, why can Stanley Warner Theatres, and other divorced circuits which might care to do so.

Convention Applauds Production Plans

TOA convention delegates, several hundred strong, rose en masse to cheer and applaud Leonard Goldenson's announcement on Friday that AB-PT planned to engage in production to help relieve the product shortage.

Announcement the day before by S. H. Fabian, Stanley Warner president, that his company was seeking Justice Department authorization to produce, also brought a solid round of applause from the delegates, representing all classes of exhibition at all sections of the country.



2:35 SCREEN ASPECT RATIO WITH OPTICAL SOUND

SUPERSCOPE STANDARDIZES THE WIDE SCREEN

ONLY SUPERSCOPE PROVIDES ANAMORPHIC RELEASE PRINTS FROM STANDARD "FLAT" NEGATIVES

PRINTS BY TECHNICOLOR OR IN BLACK AND WHITE



2:55 SCREEN ASPECT RATIO WITH MAGNETIC SOUND

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

This Matter of Color

From NBC-TV last week, and from its parent company, RCA, come three noteworthy color announcements. NBC-TV reported at a total of 50 NBC-TV affiliates, serving areas which include more than 60 per cent of all television homes in the country, will be equipped to originate their own live filmed color shows by the end of the year. In addition, the number of NBC-TV affiliates equipped to rebroadcast network color will increase to a total of 134 by the end of the year. Meanwhile, Frank Folsom, president of the Radio Corporation of America, speaking before an RCA Victor TV division sales meeting, stated flatly that nationally advertised list prices of color receivers would not be reduced before next July and predicted that within the next 10 years 2,400,000 color receivers will be sold at a retail price total of \$16,500,000. Just one of the many plans designed to promote those predicted sales was outlined later. Mr. Folsom, in a speech at a luncheon of the Philadelphia Fashion Group. RCA, with the cooperation of 11 major wearing apparel companies representing 150 dry stores throughout the country, is sponsoring a coast-to-coast color caravan which will visit 40 cities in the next 40 weeks. It will sell clothes and merchandise through closed circuit color TV, and color TV at the same time.

Continuing Pace

ABC-TV, continuing its record gross billings pace, now reports it has received \$44,000,000 in gross billings for the first seven months of 1956. This represents a \$19,000,000 increase over the like 1955 period. Also pointed out is the fact that the gross billings for the January-July, 1956, period are 86 per cent of the total record 1955 gross billings of \$51,400,000.

Bird-Dogging

The value of good public relations, both on a local and national level, was the theme of the address by Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, before last week's two-day regional NARTB conference in Minneapolis. Mr. Fellows said that if broadcast-desire their motives and methods to be understood, they have an

obligation to explain their position to the public. To this end the NARTB is formulating an expanded public relations program which "will tell the positive story of broadcasting convincingly and comprehensively." Mr. Fellows cautioned that since the NARTB obviously cannot employ enough people to "bird-dog" each covey of criticism, every broadcaster must be "alert to the problems in his own community" and should be thinking in community terms.

California Habits

► Southern California families own an average of two TV sets and numerous radios, but few of them have color television and most would not invest \$500, according to a survey of 1,381 residents made for the western division of the American Broadcasting Company by the University of California at Los Angeles. These and other findings of the survey were reported by Earl J. Hudson, vice-president of the ABC western division, in an address last week before the Hollywood Advertising Club. Among other pertinent facts turned up by the UCLA researchers were that most persons prefer cartoon commercials, few people care whether a show is live, film or kinescope and programs are picked largely from newspaper and magazine listings and stories. A qualifying note should be made, of course, pertinent to the color TV findings, that the West Coast televiewer has not yet been subjected to the same amount of color programming as the East Coast viewer. Also there's a basic question, debated in many circles having no relation at all to television, of just how average is the Southern California resident anyway.

Big Gains

► Indicative of the upward trend of business in television is the significant announcement that WPIX, Channel 11 in New York, will increase its time and announcement rates October 1 by approximately 14 per cent. The station has claimed a 17 per cent rise in audience figures. The station announces commitment to \$3,000,000 outlay for new Fall programs, and a 42 per cent increase in gross business from spot sales in the first eight months of 1956, compared with the previous year.

Forthcoming Specs

► Giving meaning to a coined word, NBC-TV has announced a fairly firm schedule of spectaculars for the forthcoming season. The following are just some of the highlights: Aqua Spectacle of 1957, starring Esther Williams, September 29; William Wyler's production of "The Letter," October 15; Manhattan Tower, an original musical produced by Gordon Jenkins, featuring Phil Harris and Ethel Waters, October 27; "Born Yesterday," starring Mary Martin and Paul Douglas, October 28; "Jack and the Beanstalk," starring Celeste Holm, November 12; Maurice Evans in Shaw's "Man and Superman," November 25; Sol

Hurok's "Festival of Music," featuring, among others, Artur Schnabel and Marian Anderson; Ice Spectacular, starring Sonja Henie, December 22; John Huston's production of Aristophanes' "Lysistrata," January 7; Anatole Litvak's production of "Mayerling," starring Audrey Hepburn and Mel Ferrer; the Old Vic production of Shakespeare's "Romeo and Juliet," starring Claire Bloom.

Help Wanted

► Terrytoons, now a division of CBS Television Film Sales, Inc., is on a hunt for creative talent, according to William M. Weiss, general manager. (Continued on following page)

In Our View

THE National Association of Radio and Television Broadcasters has issued a booklet ambitiously titled "How to Use Television," which has been prepared for the organization by Dr. Robert M. Goldenson, described as a noted educator and psychologist. It is quite opportune that the booklet, presumably designed for general circulation among the public at large, should appear almost coincidentally with the celebration of National Television Week, September 23-29.

Taking a typical American family, Dr. Goldenson, in simple language takes them through and around television as a means of enjoyment, education and information, and offers suggestions of undoubted value for the family in its use of the medium. However, the section which appealed to us as of the greatest value for family and Television, was that headed Rules and Regulations. Herein, Dr. Goldenson cites the fact that television in the home has its own set of problems, and urges that the family may best settle such problems in its own individualized way. But he does suggest that a "balanced diet of television with other activities, both indoors and outdoors," be maintained; that the televiewing also is balanced, that is, don't watch only one kind of program; that homework and other chores should not be neglected, and so forth.

It would be well, indeed, if the whole of the Television industry took that kind of suggestion and advice to heart—in the sense of making special efforts, whenever the opportunity affords, to inculcate those basic conceptions of televiewing in the minds of their viewers. It is in honest promotion of such a commonsense manner of procedure that the networks and television in general will gain the greatest goodwill among the populace over the long range. Immediate expediency is to be shunned at all costs. This television is going to be around a long time, and the foundations of use and acceptance are even now still in the stage of building.

—Charles S. Aaronson

Passing in Review

ALTHOUGH COLOR SPECTACULARS AND LIVE HOUR DRAMAS probably will receive most of the lay press critical attention in the forthcoming season, the fact remains that the major portion of the general viewer's time will be concerned with life as it is lived in the various half-hour film series, most of which will be watched—and telecast—in glorious monochrome. One of the most promising of such new series, if the premiere presentation Friday, September 14, can be taken as a guide, is NBC-TV's *On Trial* with Joseph Cotten as host and occasional star. Mr. Cotten started things off well in a handsomely produced and acted episode based on a famous turn-of-the-century murder trial in Glasgow.

The same evening over on ABC-TV the second installment of the network's new *Jim Bowie* series, starring Scott Forbes in the title role, seemed run of the mill action stuff in story, performance and production values. Also Friday night on ABC-TV which incidentally is going in for half-hour film series in a very big way—*Rin Tin Tin* and his little boy friend, Lee Aaker, foiled a dastardly villain who was trying to swindle an old lady off her very own homestead. Simple, good-natured fun for the small people in the audience. The new Jack Webb-produced half-hour film series on NBC-TV, *Noah's Ark*, got under way in an inauspicious burst of self-back-slapping Tuesday evening. Instead of starting the series as it should have been started—with an individual episode—Mr. Webb devoted the first week's 30 minutes to an extended trailer for the series. Somebody should straighten Mr. Webb out on the great differences between the pre-selling of home and theatre entertainment—and no theatre showman, in his wildest dreams, ever palmed off a 30-minute trailer on his audience.

The return of two substantial "old" favorites dominated NBC-TV Saturday evening, September 15. Perry Como, acting as if he couldn't care less, nonchalantly wrapped up a full hour of solid entertainment with the help of last season's standbys, the Ray Charles singers and the Mitchell Ayres orchestra, plus a raft of guests headed by Irene Dunne and Sal Mineo. The following hour starred Sid Caesar, returning to his former Saturday night berth with a happy new co-star, Janet Blair. Mr. Caesar was up to his fine form, especially with a precarious satire of "The King and I"—precarious because, like so much of Mr. Caesar's material, it was just a mite too long and could have been classically funny if it had only been shorter and more compact.

A glance at the second week of Jack Barry's new Wednesday night money show, *Twenty-One*, offered few surprises. The physical layout, the isolation booths, the background music and even the contestants suggest nothing so much as the various products of Louis Cowan enterprises. Mr. Barry, perhaps because he is co-producer and isn't likely to fire himself, is somewhat more relaxed than he was on *The Big Surprise*. V.C. & C.S.A.

The Show-Makers

December Bride, the comedy series starring Spring Byington, will begin its third year on CBS-TV on Monday, Oct. 1. Actor Rory Calhoun will appear as guest star on the first program. It is produced by Parke Levy and directed by Jerry Thorpe.

★

"Forbidden Area," the Pat Frank novel dramatized by Rod Serling for CBS-TV's Playhouse 90 premiere, Thursday, October 4, stars Charlton Heston, Diana Lynn, Vincent Price, Tab Hunter and Victor Jory.

Ralph Bellamy, Mona Freeman, James Whitmore, Wallace Ford, Hurd Hatfield and Beverly Garland star in "The Fog" on Climax! Thursday, September 27 on CBS-TV from 8:30 to 9:30 P.M. EDT. Dale Wasserman wrote the teleplay, Edgar Peterson is producer and Jack Smight directs. Host and hostess are Bill Lundigan and Mary Costa.

★

Claudette Colbert stars on Robert Montgomery Presents in "After All These Years" tonight, Monday, September 24, at 9:30 P.M. EDT over NBC. The drama of a long-time marriage was written especially for Miss Colbert by Robert J. Shaw.

TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.

Who's Where

Last week these changes:

GEORGE MORRIS, former sales manager for WGTH-TV, Hartford, has been named western sales manager for the owned and operated radio and TV stations of General Tele-radio, with headquarters in Chicago, while WILLIAM FINKELDEY has been named syndicated sales manager for RKO Television, the films-for-TV and TV program distribution unit of RKO Teleradio Pictures, Inc.

TED FETTER will join the American Broadcasting as director of the program department of the ABC-TV network, effective October 1, it is announced by ROBERT F. LEWINE, vice-president in charge of programming and talent for ABC-TV.

WILLIAM N. DAVIDSON has been named general manager of WRCA and WRCA-TV, NBC-owned stations in New York, it is announced by THOMAS B. MCFADDEN, vice-president in charge of owned stations and NBC Spot Sales.

FRANK J. SHEA has been named director of eastern operations for the commercial division of Hal Roach Studios, it was announced by SIDNEY S. VAN KEUREN, vice-president and general manager.

GARY STEVENS has been appointed to help develop properties for theatrical features and television films by Transfilm, Inc., the appointment made by WALTER LOWENDAHL, executive vice-president.

JOSEPH WEISENBERG has been named to the sales staff of WABD-TV, it is announced by BENNET H. KORN, director of sales for the station. Mr. Weisenberg was formerly account executive at WABC-TV.

JOHN B. SIAS has been transferred to New York from Chicago, and ARTHUR H. CURTIS, JR., has been named to Chicago as television account executives by Peters, Griffin, Woodward, Inc., station representatives.

DONALD GOLDSMITH has been appointed manager of the Chicago office of CBS Television Film Sales, replacing WILLIAM PERKINSON, shifted to Los Angeles.

FRANK OXARART, veteran West Coast radio and television executive, has been elected president of Continental Telecasting Corporation, owners of Radio Stations KRKD AM & TV in Los Angeles and KITO in San Bernardino, according to an announcement by ALBERT ZUGSMITH, chairman of the board of directors. Mr. Oxarart also replaces ARTHUR B. HOGAN on the board of directors of Continental.

SPOTLIGHT

(Continued)

eral manager of the New Rochelle N. Y., studios. It plans to offer free course in animation to beginners in cartoon work, under the supervision of Gene Deitch, new creative director. The offer and the plan stem directly from the problem which has long beset the cartoon people, now facing a big television harvest chiefly through commercials, and unable to cash in the way mainly because of a lack of animators.

Receiver Shipments

► Television dealers were sent substantially more receivers in July than had been received in June, but a decrease was recorded in TV shipments to dealers compared with July, 1955, the Radio-Electronics Television-Manufacturers Association announced last week. The latest report showed 450,158 sets shipped to dealers during July. Total shipments in June had been 388,914 units.

Big Film Deal

► An indication of the extent to which the average television station depends on film material for its regular programming comes from Milwaukee, where WISN-TV has purchased, in a single unit, 1,240 half-hour and quarter-hour syndicated TV films from MCA-TV. Included in the deal are such as the MCA Top Ten shows, including *Man Behind the Badge*, the *Ray Milland Show* and *Famous Playhouse*.

Project Information

► Some 114 studies of market conditions, called PGW—"Project Information," have been prepared by Peters, Griffin, Woodward, Inc., station representatives in New York, of which H. Preston Peters is president. The elaborate study venture is said to have required almost a year of research and a budget in excess of \$100,000.

One-Minute Pitch

► ATV Film Productions, Inc., in Long Island City, N. Y., is one of the increasingly large number of producers of commercials who are serving the ever-growing needs of the television advertisers. George Bookasta, of ATV, for example, has just completed three one-minute commercials for Esso-Standard Oil through McCann-Erickson.



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TELEVISION IN BRITAIN

LONDON: Plans have been submitted to the Postmaster General by the Independent Television Authority to end the present TV "shutdown" between 6 P.M. and 7 P.M., except on Sundays. There is no official ban on transmissions during these hours but an agreement exists between the Postmaster General, the BBC and the I.T.A. that this period should be kept free of television programmes.

The ban was first sponsored by the BBC last year "to allow parents to prepare children for bed." Commercial TV spokesmen now maintain that a continuity of programming is essential to build up TV audiences. It is understood the BBC does not approve the lifting of the ban.

COMMERCIAL TV interests are to try again for permission to televise Football League games. Their recent £60,000 bid was turned down flat. A new offer—£14,500 in cash for 16 games and an unspecified additional amount to cover any loss in takings—has now gone out to the 92 football clubs. But with most popular sports showing decreased takings through the advent of television these new proposals are unlikely to be favourably received by the football clubs.

A. R. (Associated-Rediffusion) has signed Paul Adorian as its first managing director. Mr. Adorian, member of the board of A. R. for some time, is a director of several companies in the radio field. He is author of many technical publications and, in addition, an inventor with about 100 patents to his name.

The BBC announce that Hugh

Carleton Greene has been appointed director of administration in succession to Sir Norman Bottomley, who is retiring later this year. The corporation also announces the appointment of S. J. de Lotbiniere to be controller of programme services, television, and of S. G. Williams to be controller of administration, television. G. C. Beadle, whose appointment as director television broadcasting has already been announced, will take over from Sir George Barnes, and Cecil McGivern will become deputy director.

THE Independent Television Authority reports that the first religious television programme to be shown regularly in Britain now has an audience of 600,000 people every week. The programme "About Religion," has been shown in the London area each Sunday since the beginning of the year, and in the Midlands and the north since May. It has been produced by Associated TeleVision.

SALES of television sets in July were 30 per cent higher than in the same month last year, the British Radio Equipment Manufacturers' Association reports. Of the 79,000 sets sold, 51 per cent were on hire purchase and credit. In the first seven months of this year 492,000 sets were sold, nine per cent below the period last year. Radio sets sold in July totalled 83,000, one per cent below July, 1955. Sales of radios and radiograms fell in the first seven months compared with 1955. Radios were 17 per cent down to 502,000 and radiograms 37 per cent to 94,000.

—WILLIAM PAY

DIAL FLIPPING—ITALIAN STYLE

BELOW ARE three reasons why American travelers in Italy these days sometimes feel as if they'd never left home. The stills are taken from three representative Italian television shows—quiz, revue and comparatively straight drama. It may be that the only fringe areas left in this shrinking world are to be found in some parts of the Ural Mountains.



In the isolation booth is pretty Marisa Zocchi, pondering a tough question concerning bicycle racing in the course of the Italian amalgam of THE \$64,000 Question and Double or Nothing—"Lascia o Raddoppia," literally, "Leave or Double." Miss Zocchi, whose mother was ill in the hospital and in need of special medical treatment, stopped at the \$4,000 plateau.

Actors Franco Coop and Maria Scaccia perform in an original teleplay titled "Inseguimento" ("The Pursuing") written by a noted author, Riccardo Bacchelli. From Mr. Coop's costume and makeup, and from the piece of furniture seen dimly in the background, it seems "The Pursuing" may well be an upstairs farce, an area of comedy which so far has been eschewed by most U. S. telewriters.



Girls! Girls! Girls! These beauties could pass for a group of Copa dolls doing a quickie on the Ed Sullivan Show. In actual fact, they are known as the Bluebells and in this instance they were hard at work sprucing up a revue called "Invito a Bordo" ("Come on Aboard").

COMMERCIALS ON THE SPOT

Continued activity in production of new commercial spots, to freshen the advertising appeal for a variety of products, includes the following:

At GEORGE BLAKE ENT.

Faines Dog Food (Benton & Bowles)
Delco Batteries (Campbell-Ewald)
Chesterfield Cigarettes (Cunningham & Walsh)
Ronconi Spaghetti (Emil Mogul)
Bissell Carpet Sweeper (N. W. Ayer)

At PETER ELGAR PROD.

Colgate Dental Cream (Ted Bates)
Remington Shavers (Y & R)
Woodbury Cold Cream (Robert Orr)
American Telephone Co. (N. W. Ayer)

At FILM CREATIONS, INC.

Savarin Coffee (Gumbinner)
Puss and Boots Cat Food (Lynn Baker)
Revlon Cosmetics (Emil Mogul)
Amoco Gas (Joseph Katz)
Spry (Foote, Cone & Belding)
Jo Cur Hair Preparations (Lynn Baker)
Sylvania Electric Products (Direct)

At GOMMI-TV

Swans Down Cake Mixes (Y & R)
Borden Milk and Ice Cream (Benton & Bowles)

At GOULDING-ELLIOTT-GRAHAM

Bert and Harry Piels Bros Beer (Y&R)
Philco Products (Hutchinson Adv.)

At SARRA, INC.

Pet Milk (Gardner Adv.)
Aunt Jemima Pancake Mix (J. Walter Thompson)
Herbert Tareyton Cigarettes (M. H. Hackett)
Stopette (Earl Lugin Co.)

At SCREEN GEMS

Tootsie Rolls (Direct)
Scott Paper Towels (J. Walter Thompson)
DuPont Home Furnishings (B. B. D. & O.)
Wheat and Rice Honeys (Kenyon & Eckhardt)
Purex (Weiss & Geller)

At UNIVERSAL PICTURES TV

Budweiser Beer (D'Arcy)
DeSoto Cars (B.B.D. & O.)
Lava Soap (Leo Burnett)
Eastman Kodak (J. Walter Thompson)
Pepsi Cola (Kenyon & Eckhardt)
Chrysler Cars (McCann Erickson)
Philip Morris Cigarettes (N. W. Ayer)
Colgate Toilet Articles (Lennen & Newell)
RCA Products (Kenyon & Eckhardt)

At VIDEO PICTURES

S and H Green Trading Stamps (S.S.C.&D.)
Rise (S.S.C.&D.)
General Motors Products (D. P. Brother & Co.)
Arriad (S.S.C.&D.)

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QUALITY

is our business

FIGURES TO DO THE
KIND OF BUSINESS
KING KONG' and
the others have
been doing all
these years!"

—M. P. DAILY

"THE BEAST OF HOLLOW MOUNTAIN"

2 animated, 14-foot-high replicas of
"THE BEAST" are touring the entire country
to help sell this exploitation natural! Watch for it in your territory!

NASSOUR STUDIOS INC. Presents
THE BEAST OF HOLLOW MOUNTAIN"
starring **GUY MADISON** • **PATRICIA MEDINA**

Introducing the new

REGISCOPE Process

Play by ROBERT HILL • From an original story by WILLIS O'BRIEN • Produced by WILLIAM and EDWARD NASSOUR • Directed by EDWARD NASSOUR

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the News
That
Is News

QP

MOTION PICTURE DAILY

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and
to the
Point

QP

OL. 80, NO. 60

NEW YORK, U. S. A., TUESDAY, SEPTEMBER 25, 1956

TEN CENTS

EDITORIAL

A Good Convention

By Sherwin Kane

ON POINT of solid accomplishment, the Theatre Owners of America-TESMA-TEDA-PCA convention which closed here yesterday should be ranked among the best held in recent years.

The exhibit and allied sessions turned up a wealth of solid information on new equipment, new concession merchandising ideas and on business building promotions for both conventional and drive-in theatres.

Discussion meetings handled many theatre problems that individual exhibitors were unable to solve for themselves, and the convention in formal action laid the groundwork for constructive approaches to some of the most serious exhibitor problems to confront organized showmen in many years.

There were decisions to make another effort to agree on a plan of industry arbitration for those problems which cannot be resolved by buyer and seller negotiation; and to form a committee to individual company sales executives to discuss and attempt to re-define specific sales policies which have been onerous in operation to considerable numbers of exhibitors.

Convention delegates, in addition, instead of the sound and fury of ordinary convention oratory, signifying nothing, heard such exhibition leaders as Leonard Goldenson of AB-PT, and S. H. Fabian of Stanley Warner, say that they were even now planning to do something about the product shortage that has exhibitors of any no affiliation worried.

These are things that exhibitors attending the convention can take with them when they leave and put into operation on their return home, or can bank upon for help at a later date when conferences and negotiations have had time to produce results.

It is such accomplishments as those achieved by this 1956 convention that will restore exhibitor confidence in their organizations, their leaders and their investment of time, effort and money in convention attendance.

See Automatic Vending Units Aiding Profits

(Picture on page 11)

The automatic vending machine will play an important role in the future of the motion picture theatre "as it can boost an exhibitor's concession dollar and his grosses by some 40 to 50 per cent," according to Melville Rapp of Apco Corp.

Rapp, speaking at the combined concessions forum of Theatre Owners of America and the Popcorn & Concessions Assn. at the Coliseum here yesterday, said the trend today "is to sell more soft and carbonated drinks in vending machines." He said that in 1956, over two billion dollars worth of merchandise will be sold through automatic vending machines.

The Apco official, taking part in a (Continued on page 11)

'Better Quality' Films Boost FPCC Business

Special to THE DAILY

TORONTO, Sept. 24.—Famous Players Canadian Corp. business up with "better quality" pictures in a report on its first 26 weeks of the year.

A drop of net profits (unaudited) from \$1,438,729 for the same period last year to \$1,321,105, resulted in a dividend of 76 cents against one of 82 cents for 1955. The regular dividend for the third quarter was 37½ cents.

The report cited the streamlining of (Continued on page 10)

Receives TOA Star Award

Exhibitors 'Bread-and-Butter' End Of Film Industry, Says Holden

(Picture on page 7)

William Holden was presented the "Star of the Year Award" for 1956 at the annual President's Banquet of the Theatre Owners of America last night at the Waldorf-Astoria Hotel.

The presentation was made by Myron N. Blank, outgoing president of TOA, who was himself presented with a farewell gift by John Balaban, president of B&K Theatres in Chicago, in appreciation of his services to the theatremen's organization.

In accepting the award, Holden

Stellings Outlines Program

Harmony Drive Heads TOA Goals for Year

Group Will Launch PR Program; Seek Arbitration, New Executive Director

By LESTER DINOFF

(Pictures on page 6)

Theatre Owners of America has embarked upon a nine-point program for the ensuing year highlighted by the establishment of a public relations program, a further drive to set up an arbitration and "conciliation" system for the industry, and an intensified search for an executive director.



M. P. DAILY picture

Alfred Starr (left) and Ogden Reid

To Discuss Tax Drive At COMPO Meet Today

Plans for the complete elimination of the Federal amusement tax on theatre tickets will be crystallized between November and February, 1956, according to Robert W. Coyne, special counsel and member of the Council of (Continued on page 6)

The program was announced by newly-elected president Ernest Stellings of Charlotte, N. C., following a combined meeting of the organization's directors and executive committee at the New York City Coliseum here.

Stellings, supported during his press conference on Saturday afternoon by Myron N. Blank, board chairman, Herman M. Levy, general counsel, and Walter Reade, Jr., convention chairman, said his program is as follows:

A reconciliation of industry differences through "conciliation," to include differences that may exist between TOA and other exhibitor organizations, as well as between all exhibition and distribution;

An expanded service on the part of TOA to its members in order to make (Continued on page 6)

Expect Anglo-American Pact Signing Today

From THE DAILY Bureau

WASHINGTON, Sept. 24 — The Anglo-American film agreement will probably be renewed tomorrow for another year with very little change in terms.

Negotiators for Great Britain and (Continued on page 10)

NTA, Fox in Talks for 60-80 Films: Skouras

From THE DAILY Bureau

HOLLYWOOD, Sept. 24. — Twentieth Century-Fox is in negotiation with National Telefilm Associates, for the sale of "between 60 and 80" pre-1948 features, president Spyros P. Skouras today told MOTION PICTURE (Continued on page 7)

PERSONAL MENTION

DAVID GOLDING will return to Hollywood from New York tomorrow to take over his new duties as vice-president of Hecht-Lancaster in charge of advertising and publicity.

BENJAMIN THAU, Loew's, Inc., vice-president, will return to New York from Europe today aboard the "United States."

RAYMOND A. KLUNE, executive manager of studio operations for RKO Radio in Hollywood, has arrived in New York from the Coast.

FOSTER M. BLAKE, Universal Pictures Western sales manager, will leave here tomorrow for Chicago and Milwaukee.

MAJ. DANIEL ANGEL, British producer and director, returned to London from New York yesterday via B.O.A.C.

JOHN SPIRES, Universal International manager on the Continent, will return to New York from Europe today aboard the "United States."

SARAH SIEGEL, secretary at the Motion Picture Association of America's offices here, has returned to New York following a vacation in Europe.

MANNY REINER, foreign sales manager for Television Programs of America, returned to New York yesterday from Europe.

New 1,000 Seat Theatre Opens in Memphis

MEMPHIS, Sept. 24.—The Northgate, a modern 1,000-seat stadium type theatre built by Augustine Cianciolo, Memphis circuit owner, will open here Thursday. The new house is part of the Northgate shopping center, with space to park 1,200 cars. Cost is estimated at \$100,000 for the building and \$65,000 for the equipment. Cianciolo operates the Plaza, Rosemary, Luciann and Rosewood theatres in Memphis.

Goldwyn Meeting Press

Producer Samuel Goldwyn will hold a press conference this morning at the Ambassador Hotel. He had previously scheduled one for yesterday which was cancelled.

In 37 Ontario Houses

Canadian Theatres Giving Away \$26,000 Weekly in 'Movie Game'

By HARRY ALLEN, JR.

TORONTO, Sept. 24.—Some 37 theatres in Ontario, all units of the Twentieth Century Theatres circuit, cued by interest in big-money prizes, began a scheme this week to give away \$26,000 weekly.

The "Movie Game," copyrighted by the Motion Picture Research Guild, Toronto, will be played by an expected 100,000 patrons a week.

Like the Academy Award stakes sponsored last spring by the Canadian Motion Picture Industry Council, the scheme, described as a game of skill, is based on the order of general public preference for various aspects of the industry, i.e., their preference in stars, motion pictures, types of films, favorite directors, etc.

Awards are given those who best gauge public opinion. A score of nine or better is expected of prize winners who will cite their order of choice from among 10 choices. In case of one or more obtaining the same score, the prize-money will be distributed among all those with the same score.

First Prize Is \$15,000

For fast sorting and compilation, the cards are punched with small wooden sticks. The perforated cards are then put through a Remington sorter. Each week sees a new game. First prize is \$15,000, second, \$5,000, third, \$3,000, and fourth, \$2,000.

The contest was tested in a couple of situations where it was successful. More than 60 per cent of the ballots issued found their way into the entry-box, while less than 50 per cent showed a lack of audience interest.

The industry is watching the plan as a possible answer to the heavy bingo competition.

Name Koken President Of Concessionaires

The membership of the National Concessionaires Association, which was known as the Popcorn and Concession Association, has elected Lee Koken of RKO Theatres as president to succeed Bert Nathan of Theatre Popcorn Vending Corp., who was named board chairman of NCA.

Other officers named were Van Meyers of Wometco Theatres, vice-president; Ted Melone, of Albert Dickinson Popcorn Co., treasurer; Melville Rapp of Apco Corp., second vice-president, and Tom Sullivan, executive secretary.

The NCA also awarded honorary life presidency's to both Nathan and J. J. Fitzgibbons, Jr., of Famous Players Canadian. Sid Siegel of Super Puff Popcorn of Canada was selected as "Popcorn Man of the Year."

Canada Theatre Gross \$94,479,463 In '55

TORONTO, Sept. 24.—Early figures from the Dominion Bureau of Statistics show a gross of \$94,479,463 from 203,909,078 admissions for Canadian theatres in 1955. This is a drop of \$11,036,100 from the 1954 figures. In 1954, a gross of \$105,515,563 from 237,264,894 admissions was shown.

Higher prices for major attractions combined with amusement tax reductions in several provinces helped stem a downward trend, which began in 1953 when an all-time record gross of \$109,072,528 was reached. While there has been a 13.2 per cent drop in gross since then, there has been a 21.4 per cent drop in the number of admissions, in the face of increased population.

Other figures in the preliminary report show that the regular theatres, meaning those not community enterprises or handled by itinerant operators, did \$86,692,034 worth of business.

Drive-in business declined 9 per cent. Up to now they have maintained considerable steadiness in the face of declining revenues by the four-wall houses. They did \$5,749,723 in 1955.

Hinge Tells of British Solutions to Problems

"The outstanding similarity between British and American exhibitors is that they have problems, but the manner in which they now go about solving them is totally different," according to E. J. Hinge of Great Britain, who is representing Cinematographique Exhibitors Association at the Theatre Owners of America convention here.

Hinge, who will return to London tomorrow, said that while exhibition problems are similar, "solutions to them are found by different means, since British and American exhibition industries are set up differently."

The CEA delegate, saying that he was most impressed with the way TOA "got right down to its problems," pointed out that British theatre men solve their problems with distribution through amicable talks for "both sides know that there is an arbitration system which a theatremen could use as a last resort. With this arbitration system in effect, as a last recourse, problems are settled amicably."

Trade Showings 'This Year' For Fox Eidophor Process

Twentieth Century-Fox will hold trade shows on its large screen theatre television process, Eidophor, "before the end of the year," according to Earl Sponable, director of search for the production-distribution company.

Sponable said the company has a visionary figure of \$25,000 as the cost of installation for Eidophor."

Loew's Library Sold To Meredith Stations

The four television stations of the Meredith Publishing Corp., have acquired the 700 film library of Loew Inc., for seven years for \$2,500,000 payable in five years, it was announced by Charles (Bud) Barry, vice-president in charge of television for Loew's, Inc.

Barry said that thus far the film company has sold its library to television stations across the nation for \$23,500,000.

The four Meredith stations are KCMO-TV, Kansas City; WHEN-TV, Syracuse; WOW-TV, Omaha, and KPHO-TV, Phoenix.

Luncheon for Ricci

A testimonial luncheon to Tor Ricci of Republic Pictures will be held on Thursday at Toots Shor honoring him on his retirement after 40 years of service to the motion picture industry. For 25 years, Ricci has been a salesman for Republic Pictures.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
BING GRACE FRANK
CROSBY • KELLY • SINATRA
in "HIGH SOCIETY"
in VistaVision and Color
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

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Paramount presents
The First Direct-To-The-Public Advertisement For

Cecil B. DeMille's

PRODUCTION

The Ten Commandments



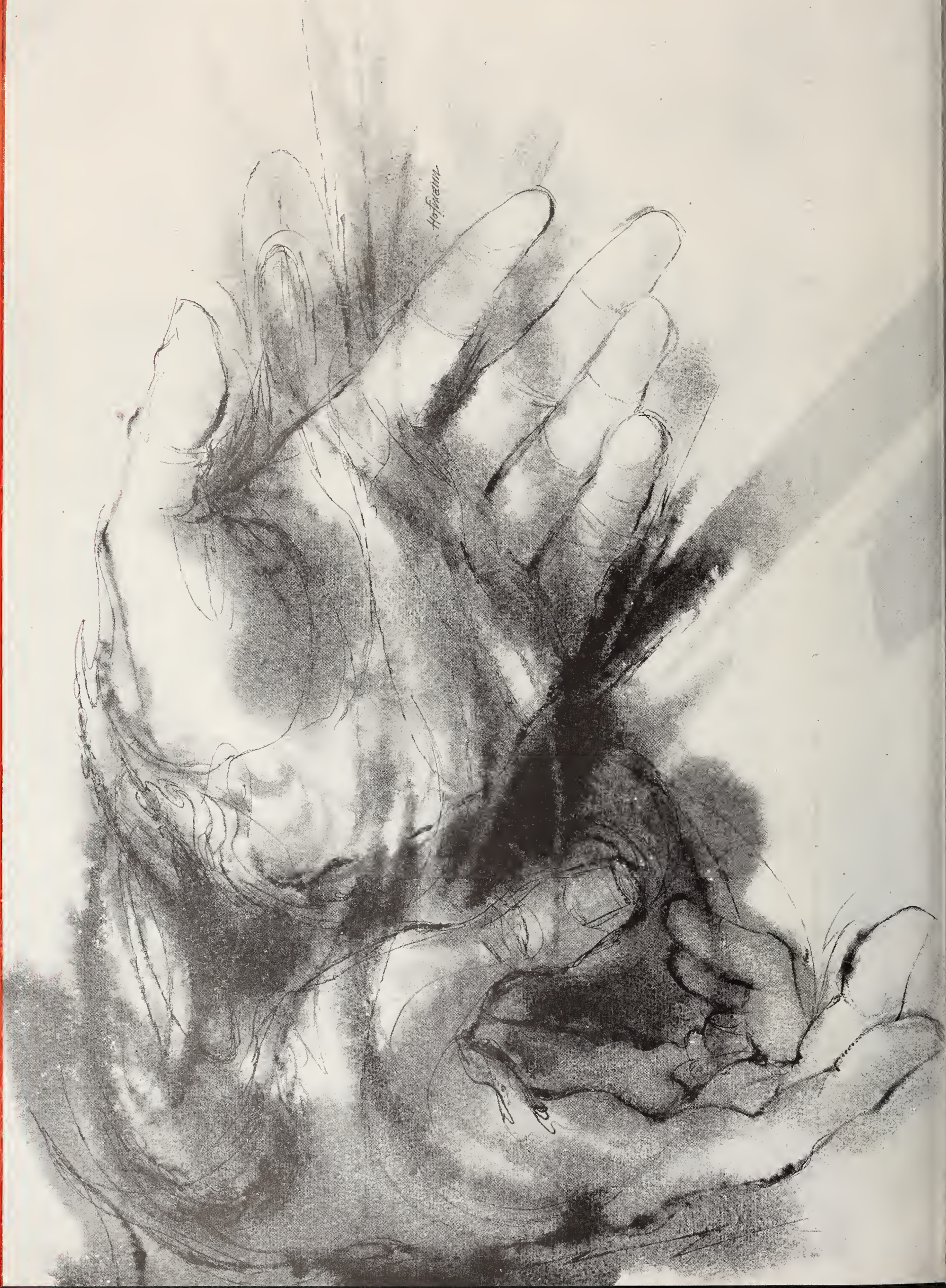
After years of intense expectation on the part of the public,
the first exhibitions of Cecil B. DeMille's Production

THE TEN COMMANDMENTS will take place at...

CRITERION, NEW YORK CITY—NOVEMBER 9th

STANLEY WARNER'S BEVERLY HILLS, LOS ANGELES—NOVEMBER 15th

Paramount believes that this initial full-page newspaper ad—its method of presentation—and the spirit of its message are of vital interest to all exhibitors. Therefore it is reproduced on the next two pages....



THE TEN COMMANDMENTS

ARE NOT LAWS—

THEY ARE THE LAW!

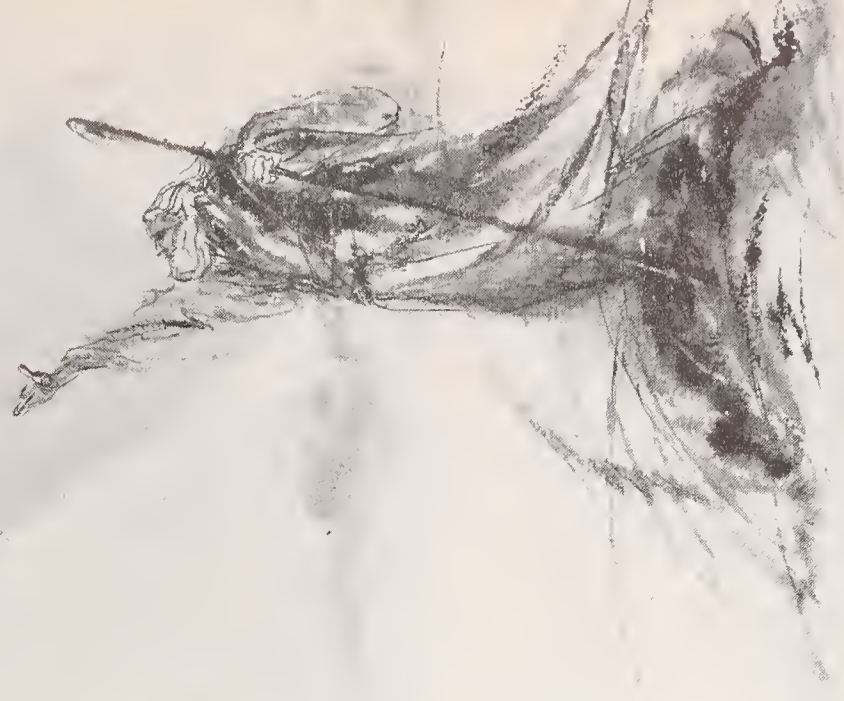
The Lord handed down The Law through one man.

That man was Moses—and thus the story of Moses stands as the most significant human drama ever lived.

For here was a mighty figure, one who had been tested and tempered by the temptations of riches, power, and the flesh and who, through his own weaknesses and strength, had come to understand all that was base and all that was noble in Mankind.

Four books of the Holy Scriptures—Exodus, Leviticus, Numbers and Deuteronomy—tell us almost all about this man. The ancient historians, Philo and Josephus, fill out the knowledge of the earlier years of Moses' life.

Cecil B. DeMille has recorded, for the ages, all of the dramatic story of Moses and The Ten Commandments. He has brought to life, through the medium of the motion picture, this great subject which has been described as "The most decisive leap forward ever discernible in the human story."



Paramount Pictures will present Cecil B. DeMille's Production "THE TEN COMMANDMENTS" at the Criterion Theatre starting November 9th. Twice daily. All seats reserved.
"THE TEN COMMANDMENTS" is an exclusive engagement at this theatre. During this engagement it will not be shown in any other theatre in this city.

TOA Goals

(Continued from page 1)

the organization of more value to the membership;

That TOA during this year bring to a completion a recommendation of the last three years for the employment of an executive director;

That a campaign be undertaken to increase the membership of TOA;

To implement in some manner plans for the establishment of an arbitration system, based upon the recommendations of the Senate Small

The mid-Winter board meeting of Theatre Owners of America will be set at the discretion of the national exhibitor association's president. The 1957 meeting of TOA will be held at the Americana Hotel in Miami, in early October.

Business Committee in its analysis of industry trade practices and conditions;

Conduct programs during the year in which TOA will cooperate with all segments of the industry for a constructive solution to any and all industry problems, looking toward a more harmonious and cooperative attitude aimed at the betterment of the industry as a whole;

To Strive for More Product

Continuation of the effort to increase production of more product and a more orderly release of the top pictures which will materially benefit not only distribution, but also exhibition;

To implement the TOA national advertising and promotional campaign in which all branches of the industry will participate whether it goes through Council of Motion Picture Organizations or some other channel;

To employ, as a supplementary move, either a public relations man or an organization to secure for TOA and the industry the most favorable public relations.

Hopes to Confer With Distributors

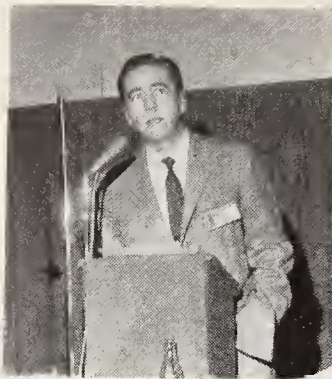
Stellings, Blank and Reade said that under its "expanded service program" TOA will help theatres in showmanship, selling films, etc. "A committee will be appointed to find ways and means to aid theatre owners who the distributors say are uneconomical to serve. We maybe can find a way to help both sides and to work with the distributors and show them how they could spend their money more wisely," Reade said. It was explained that one of the ways in which the distributors could save money would be the elimination of funds put into selling exhibitors with promotional gimmicks. "If we show them, then perhaps they will help exhibitors with lower film rentals," Reade said, adding that this TOA committee, once it has compiled specific information and data, will go to the distribution companies for conferences. Stellings will name the members of this committee shortly.

Another phase of TOA's program

DRIVE-IN

Questions

...



And
Some
Answers

DOUGLAS AMOS at the top left, C. L. PATRICK above, and ALBERT FORMAN upper right.

JACK BRAUNAGEL at the left, upper.

DON HYNDMAN, left.



QUESTIONERS from the floor, at the afternoon TOA session on drive-in operations included Edwin "Pete" Gage of the Walter Reade circuit, at the left above. The panel discussion was moderated by Forman and by Horace Denning, right above.
[by Floyd Stone]

for the coming year is the establishment of a committee to "set up a directed research program for the benefit of the motion picture theatre." Under this operation, new product means will be researched," Reade said.

The TOA president said the board of directors has empowered Levy and Reade to "consult with a top New York management consultant firm concerning retention of an executive director." Blank said the organization's qualifications for such a man don't include industry experience, and one of his functions would be to "implement our expanded service program."

Will Name Liaison Committee

The board also authorized Stellings to appoint a committee or liaison with foreign exhibitors and production groups. Reade said this committee will "provide help to all TOA members concerning the distribution and availability of foreign product."

In reply to a question concerning arbitration of film rentals, Stellings said he will appoint a committee to comply with the SSBC report. He said that his organization has reaffirmed its faith in arbitration and has hopes that the industry can get together in setting it up. Stellings also said TOA is on record for an amalgamation of all U.S. exhibitor organizations.

Variety Club Board To Meet in Denver

Nathan Golden, director of the motion picture division of the Department of Commerce, will leave New York today for Denver to attend the International Variety Club's board of directors and officers meeting at the Cosmopolitan Hotel theatre on Thursday and Friday. Golden will leave for Los Angeles over the weekend and return to his Washington office in early October.

Jack Manos Dies

PITTSBURGH, Sept. 24. — Services were held today in nearby Ellwood City for Jack Manos, 58, owner of the Manos Theatre, who collapsed last Thursday in the lobby of his theatre. He was one of the founders of the Manos Theatre chain along with his brothers, Michael, Louis, Peter and Harry, who own houses in Greensburg, Vandergrift and Indiana, Pa.

H. E. Cherrington, 68

COLUMBUS, Ohio, Sept. 24. — Harold E. Cherrington, 68, publicity manager for the Gayety and former theatre, movie and music editor of the "Columbus Dispatch," died here after a month's illness from pneumonia.

Compo Meet

(Continued from page 1)

Motion Picture Organization's triumvirate.

The COMPO executive committee and membership will meet today at the Sheraton-Astor Hotel here to lay plan for the forthcoming Audience Award and other programs which the industry group is planning to launch in the ensuing year.

Coyne, elaborating on a statement made by Robert O'Donnell, former chairman of the COMPO tax committee which successfully had the Federal admissions tax eliminated on theatre tickets 90 cents, said that while he can not divulge his plans, COMPO has every intention of removing the impost which still affects some 1,400 theatres throughout the country.

The COMPO executive said that this campaign is expected to be completed and ready to roll sometime between November and February as Congress convenes in January.

Oceanside to Open

The Oceanside, a new 600-seat house near Rockaway, N. Y., will open Oct. 10 with a benefit for the South Nassau County Hospital.

Cinerama Is 4 Years Old

Cinerama will be four years old today, and the directors of Cinerama, Inc., have announced that its three productions have grossed over \$4.5 million and are currently playing in 26 theatres around the world. In the four years since its first showing, the company reported, Cinerama has reached audiences from Montreal to Caracas in this hemisphere in 20 theatres, while Italy and Japan, with 10 theatres each, and England and France are showing it abroad. "This Is Cinerama" has grossed over \$26 million since its initial showing," announced Hazard E. Reeves, president of Cinerama, Inc. "Cinerama Holiday" has grossed over \$16 million while "Seven Wonders of the World" has grossed over \$2.5 million and is now being shown in ten cities."

Sees Travel Stimulated

It was also noted that Cinerama has been found to have a distinct effect stimulating travel interest both here and abroad in its audiences. Rangers at the Grand National Park and Seneca are constantly asked for the news that were seen in "Seven Wonders of the World," a company official said. The French government tourist office reported that there was no better, more stimulating catalyst than Cinerama in getting people to travel. The Italian state tourist office told the company that Cinerama is "a good way to whet people's appetite for travel."

A fourth Cinerama production is being filmed by Lowell Thomas under the title "Search for Shangri-La." Other productions are reported in various stages of planning, but no specific announcement has been made by Stanley Warner Corp., which controls the Cinerama process and its exhibition.

Plan Atomic Energy Film

Cinerama, Inc., however, has announced plans to produce a picture dealing with peacetime applications of atomic energy, tentatively titled "The Eighth Day." "In making these plans," Reeves said, "the corporation is anticipating the situation which will exist at the time when Stanley Warner Cinerama Corp.'s exclusive position terminates, either as of Dec. 31, 1958, or sooner. Efforts are also being made to negotiate a film rental formula with Stanley Warner Cinerama Corp. on this picture."

I. Davis, 81, Dies

MORGANTON, N. C., Sept. 24.—William Iverson Davis, well known theatre executive here, died at his home last week after an illness of three months. Davis, 81, became associated with his father, the late I. I. Davis, in the operation of early theatres in Morganton. At the time of his death he remained a partner in the Mosa Theatre here.



TO THE VICTOR. Myron Blank, new chairman of Theatre Owners of America, presents TOA's Star of the Year award to William Holden as Ernest G. Stellings, TOA president looks on.

TOA Honors Holden, Blank

(Continued from page 1)

try." Analyzing the problems of the motion picture industry, Holden cited television as the most recent of a long line of competitors for public patronage, which included radio, night baseball and bowling.

"But let me tell you," he said, "that I am firmly convinced—that this industry and the men and women in it have the toughness of fibre necessary to withstand and soundly beat competition."

In its effort to keep up the flow of product, the industry must not make "just films," but "adult entertainment," Holden said.

"The public is somewhat more intelligent than we tend to give it credit for being," he said. "The people want to buy, and they will buy in great numbers, but it must be good adult entertainment. Just as it is our responsibility to deliver something new to your screen, so it is your charge to find the reason behind every movie and sell it as hard as you know how to the public."

Holden emphasized the role of the independent producer as a valuable one in that he can "take new roads forbidden to the major giants," and

called for closer cooperation and more organized effort by industry elements. Films must also be directed at the new, growing audience of youngsters, he said, speaking of them as "a still untapped natural resource—that is just beginning to pay off and will continue to pay off for years to come. Children of today are tomorrow's adults. By intelligent cultivation of their tastes we can build the movie habit in them as we did in their parents."

TESMA in Negotiations For Combined '57 Meet

The general membership of the Theatre Equipment and Supply Manufacturers Assn. authorized its board of directors on Sunday to continue negotiations with exhibitor organizations and the National Concessionaires Association (formerly PCA) to meet in a convention and trade show at the American Hotel in Miami, Fla., in November of 1957.

Holden to Baltimore For 'Unknown' Bow

BALTIMORE, Sept. 24.—William Holden flies here tomorrow for the world premiere of his picture, Warner Bros.' "Toward the Unknown." He will appear in person on the stage of the Stanley Theatre.

NTA and Fox

(Continued from page 1)

DAILY. Similar negotiations are in progress with "other parties" for a limited number of features, Skouras said, but reports that the company is preparing to sell as many as six hundred in the near future are unfounded.

On the contrary, Skouras said he expects the tv bidding price for theatrical films will go up, rather than down, as time passes, and that he is in no hurry to sell.

Executive Realignment Made at Donahue & Coe

A new alignment of positions, duties and responsibilities in the executive staff of Donahue & Coe, Inc., has been instituted "because of increasing business and expanded organization," according to an announcement by E. J. Churchill, president.

Walter Weir, formerly vice-president in charge of client service, becomes executive vice-president; Oliver Kingsbury, vice-president and secretary, has been named chairman of the management committee; William Schneider, vice-president in charge of creative activities, becomes, in addition, chairman of the plans board; and J. R. Rosenthal becomes vice-president in complete charge of the agency's marketing, research and merchandising activities.

THE BIG ONES..

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"SOLID GOLD CADILLAC"

in LIFE's September 17th issue.

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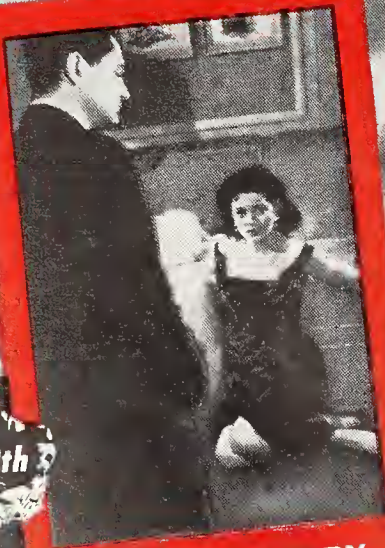
Are the shocking "Scandal Magazine" stories TRUE?

SEE PAGE 5

Scandal Inc.



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Exploitation Natural!



THE TRUE STORY
OF A
BOXOFFICE HIT

Scandal, Inc.

A C.M.B. PRODUCTION
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with **PAUL RICHARDS • PATRICIA WRIGHT**
Executive Producers **JOHNATHAN DANIELS** and **VICTOR PURCELL**
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STRANGER AT MY DOOR
ZANZABUKU

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DAKOTA INCIDENT

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A STRANGE ADVENTURE

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In NATURAMA

TRUCOLOR by Consolidated Film Industries

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DANIEL BOONE, TRAIL BLAZER

TRUCOLOR by Consolidated Film Industries

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SCANDAL, INC.

ROBERT HUTTON • PAUL RICHARDS • PATRICIA WRIGHT

ABOVE US THE WAVES

JOHN MILLS • JOHN GREGSON • DONALD SINDEN

A WOMAN'S DEVOTION

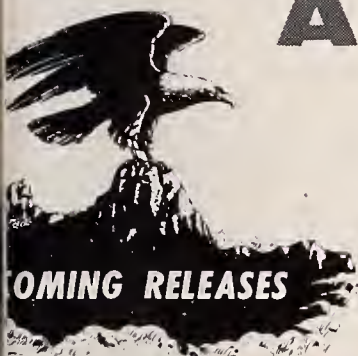
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DAVID FARRAR • DAVID KNIGHT • JULIA ARNALL



SCANDAL MAGAZINE EXPOSE!

Make Theatre More Alluring Forum Is Told

The motion picture exhibitor must make his theatre more attractive to the public and must work out a plan whereby he can take advantage of the latest technological advances of the industry, in the opinion of Earl Sponable, research director of 20th Century-Fox.

Sponable, who was among a panel of prominent engineers and film industry equipment manufacturers at the Equipment Showmanship Forum of the 1956 TOA-TESMA-TEDAPCA International Convention and Trade Show at the New York City Coliseum here, said:

Calls Situation 'Confused'

"I think the future of this business lies largely in your hands. In my opinion, this industry does not need a great new research organization as proposed. What it needs more is a concrete plan to bring order to the confused technical situation that we have today and a program to utilize the technical things that are ready and waiting."

Sponable's remarks at the forum on Saturday morning were seconded by Don Hyndman, of the Eastman Kodak Co., who said that "the industry needs a combination of standardization and modernization in broad aspects." He cited the different widths of film as one item which should be considered under such a proposed plan.

Myron N. Blank, chairman of the board of directors of TOA, told the meeting that "exhibitors are dependent on equipment people to see that there is progress within the motion picture industry." Saying that theatres must afford equal comfort as in the home, Blank declared that "progress builds a strong industry."

O'Brien the Keynote

Keynote speaker of the morning was J. F. O'Brien of Radio Corp. of America, who cautioned theatremen that "too many exhibitors are expecting the picture to do all of the work. You should continually improve the theatre as a means of making the public more aware that better entertainment is afforded in a theatre than in a home watching television."

Other speakers of the morning were Loren Ryder of Paramount Pictures, Edwin Gage of Walter Reade Theatres, and Ben Schlanger, theatre architect.

Gage told the meeting of some 200

REVIEW:

Tea and Sympathy

M-G-M — CinemaScope

"TEA AND SYMPATHY," a critics' award winning and commercially successful stage play of several years ago on a subject that was not among those discussed publicly in grandfather's day, has been given a finely performed, sensitive screen production by Pandro S. Berman. This reviewer is unaware how much, if at all, it may have been altered from its original stage form, but nothing has been added or deleted that obscures the basic theme, that of a young man suspected by his schoolmates of being a homosexual and who is proved "normal" by the wife of an instructor by the forthright if not moral expedient of seducing him.

Let it be said at once that this theme has not been underlined nor coarsely stated to the inescapable embarrassment of audiences. Robert Anderson, who wrote the play, has fashioned a screenplay that offends not. It is acted by the successful stage cast, headed by Deborah Kerr as the wife, and John Kerr as the student. Their combined competence wins and holds audience sympathy, making "villains" of the so-called "regular" fellows who shun, humiliate or abuse their different but innocent classmate.

Vincent Minnelli's discreet and discerning direction makes an important contribution to a decidedly adult and offbeat production. Its success, particularly with mature audiences, could be considerable.

However, many will wonder that such a theme could be brought to the screen at all. The fact that it has been and that it is presented in such attractive dramatic form that its audience is won into sympathetic acceptance of the characters and their actions will dismay many who give it thought. It is something that could bring about repercussions in smaller cities and some neighborhoods where teenage sons and daughters may describe to parents, neighbors, teachers or clergymen the plot of the movie they've seen.

FOR THAT REASON exhibitors who are aware of sensitivity to the offbeat among their patronage would do well to look at it themselves, and to make sure that their advertising, if they decide to book it, is on at least as high a social plane as is the production itself.

Because Kerr likes to be by himself and because of other circumstantial evidence of his being different from his fellows, he is scorned even by the instructor, played by Leif Erickson, in whose home he resides at the school. Miss Kerr, as Erickson's wife, is drawn to the boy out of sympathy, as well as by his obvious infatuation for her and by the failure of her marriage. The inference here is that if anyone is wanting in virility, it's the muscle-bound husband, not our music-fancying student.

The situation reaches its climax when Kerr, at the instigation of his roommate, attempts to prove his manhood in the eyes of his schoolmates by dating a waitress of loose reputation. But Kerr becomes revolted by the experience with the result that he, too, believes he must be "different" and in despair attempts suicide. To prove his masculinity Miss Kerr gives herself to the boy.

The story is told in retrospect as Kerr, a successful author and, presumably, successful husband, returns to the school 10 years later for a class reunion and finds Erickson separated from the wife, who has disappeared.

Among others in the fine cast are Edward Andrews as Kerr's father, and Norma Crane as the waitress. The production is in CinemaScope and excellent Metrocolor.

Running time, 122 minutes. Adult classification. Release, October.

SHERWIN KANE

exhibitors and equipment people that his circuit, while not spending too much money, has "dressed up a number of its theatres by using panels on old marquees; developed a couch type seat by removing a standard; using interior and exterior paints, long-life bulbs, and watching out for the public's comfort and extending courtesy to all customers."

Schlanger said that "within two years, theatres will be having high-fidelity performances such as are en-

joyed in the music and phonograph industries." He said that next spring, a "theatre of the future" will be ready for opening in Williamsburg, Va., which will be equipped with the latest equipment.

Ryder pointed out that high-fidelity motion pictures have been available for some time to theatres. "Films released today by all companies carry much more than most theatres can present," he said, in a short talk about VistaVision.

U.K.-U.S. Pac

(Continued from page 1)

the industry, who began talks this afternoon, "made considerable progress," according to a spokesman of the group. Although there were some "some minor points" under discussion, he said, the group expects to reach an agreement after a short conference tomorrow. He added that the new agreement is expected to embody almost the same terms as the one expiring at the end of this month.

Under the terms of the expiring agreement, American companies were able to take \$17,000,000 out of Great Britain last year, plus some \$4,000,000 from money coming to them under Britain's Eady plan and as bonus for production in Britain.

Three Represent Britain

Representing the British in talks today were Sir Edgar Cohen in charge of foreign affairs for the board of trade; Mrs. P. M. B. Jamieson of the BOT Motion Picture Division and C. M. P. Brown, commercial counsellor at the British Embassy here.

The American team was headed by Eric Johnston, president of the Motion Picture Association of America, and Ellis Arnall, president of the Society of Independent Motion Picture Producers. They were assisted by Marvin Faris of the SIMPP; a Fayette Allport, Griffith Johnston, Ralph Hetzel and Sidney Schreier of the MPAA.

FCCP Business

(Continued from page 1)

the company's operation, reduction of amusement taxes in some provinces, the "better quality" pictures and near saturation of tv sales in Canada as being factors in increased business.

Business is up, according to the Famous Players report, in the smaller theatres and in the larger suburban theatres. It was also indicated that the company was reopening some of its closed theatres.

Mayor to Dedicate Production Center

Mayor Robert F. Wagner, accompanied by City and civic officials, will formally dedicate Production Center, Inc., 221 West 26th Street, at a reception and cocktail party there today. The ceremonies will mark also the completion of Galahad Productions' "Brave Tomorrow," first feature to be filmed at the new facility.

MPEA Debates Formosa

The division of import licenses between Formosa and the negotiations of a new film agreement in Indonesia will highlight the agenda of the meeting of the board of directors of the Motion Picture Export Association which will take place here today. Other matters on the agenda of the MPEA meeting include the new film agreement with Pakistan and labor negotiations in the Philippines.

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LEADER IN
EVERY FIELD!**

**IN
SPECIAL
TRAILERS**

**ITS
FILMACK**

TRY US ON
YOUR NEXT
ORDER AND
SEE WHAT
WE MEAN!

CHICAGO, 1327 S. WABASH
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M. P. DAILY picture

IRVING ROSENBLUM addresses the TOA and PCA concessions forum yesterday. Seated are panel members Van Myers, Bob Kennedy, Al Floersheimer, Melville Rapp, Philip Loew, and Bert Nathan.

Venice Festival Heads See MPAA Rejoining

Special to THE DAILY

ROME, Sept. 24.—Dr. Floris L. Mannati, director of the Venice Film Festival, said here that the refusal of MPAA to take part in this year's festival was "a misunderstanding" that would be "cleared up." "We are in a position to say that MPAA will accept the new regulations of the exhibit and that the American industry will take part officially in the 18th edition of the Venice Festival next year," added Dr. Mario Natale, who heads the exhibit's public relations.

Claim Diversification Is Aim

Reportedly the MPAA refused to take part officially at the 1956 Venice festival on account of the new regulations which imply that the choice of pictures to be exhibited is made by a special committee instead of the organizations of each participating country, as previously admitted. The representatives of the festival claim that the new regulations are not aimed against Hollywood productions, but express solely an urgent necessity to give a new course to the Venice exhibit by diversifying it and creating a differentiation from such other festivals as the one at Cannes.

In spite of the propaganda emphasizing the unofficial participation at the festival by 20th Century-Fox with the film, "Bigger Than Life," and by producer Robert Aldrich with the film "Attack," the representatives of the exhibit were reportedly upset with the termination of MPAA and it is likely that they will modify the regulations so as to meet the wishes of the American film industry.

Stanton Promises 'Look' at BMI in Hearing

Frank Stanton, president of the Columbia Broadcasting Co., appeared before the House Judiciary Committee investigating charges of "monopoly" within the tv networks yesterday and said that CBS would "take a long, hard look" at Broadcast Music, Inc., the tv network affiliated music producer which has apparently been singled out for special study by Rep. Emanuel Celler (D), chairman of the committee.

Stanton will appear again today before the committee.

Automatic Vending Is Praised

(Continued from page 1)

panel discussion presided over by R. M. Kennedy of TOA and Bert Nathan of PCA, pointed out that the Roxy Theatre here replaced all of its old vending machines with newer and bigger models and increased their concession business by 50 per cent.

Irving Rosenblum of Savon Co. told some 250 exhibitors that in planning and laying out of a drive-in theatre for concessions, "you must first consider the size of the theatre, the section of the country, and the location of the stand or stands." He said that every section of the U.S. has different food tastes.

Starr the Toastmaster

Alfred Starr, acting as toastmaster at yesterday's luncheon, presented "tokens" of the exhibitor organization's appreciation to Robert Livingston, Burton I. Jones and Richard Kennedy, the three convention co-chairmen, and to Abe Platt, convention coordinator, and Philip Harling, director of convention finances. Starr then introduced Mitchell Wolfson, who in turn introduced Robert Coyne, Sam Pinanski and Robert J. O'Donnell, praising each for his leadership in the recently successful COMPO tax campaign.

The main luncheon address was delivered by Ogden R. Reid, II, president and editor of the "New York Herald Tribune," who took as his topic for the day, "Today's Challenge." Reid pointed out the similarities in the problems faced by both the newspaper and the film industries which, he said, "have long worked together." Until comparatively recently, he said, newspapermen, like film men, had done little to improve their "packaging" and tended to print less and less news.

Sees Streamlining

However, he went on, there has lately been a reversal of this policy and, as with his own paper, the tendency has been to streamline layouts (packaging) and to print more and more news and features—something which has been comparable to the technological changes and emphasis on "big film" in the motion picture industry.

Reid also touched on the responsibilities of newspaper reviewers ("a

film should always be reviewed within its own frame of reference") and said that theatres can educate American citizens to their world responsibilities.

Hinge and Angel Honored

Prior to Reid's address, Starr presented honorary memberships in TOA to Theodore Hinge and Daniel Angel, sitting in at the convention as, respectively, representative of the British Cinematograph Exhibitors Association, and the British Film Producers Association.

A forum on drive-in theatre problems terminated the convention in the afternoon, as some 200 theatre-men heard a discussion panel say that the major problem with drive-ins, and perhaps with all theatres, is a very acute shortage of young men entering the management profession.

The panel of drive-in circuit owners, headed by Joseph Rosenfield, chairman, and Horace Denning, moderator, spoke on ways and means they used in their own individual theatres to increase attendance and profit.

Jack Braunagel, the first panelist, said it has been his experience that young men are more successful in operating drive-ins because they try promotions and campaigns which "older and experienced hands 'know' won't work, therefore don't bother trying."

'Gimmicks' Discussed

The panel, the other members consisting of Douglas Amos, C. L. Patrick and Al Forman, described the successful use of "gimmicks" such as playgrounds, horse-shoe pitching, free balloons and unusual concessions such as fried chicken, foot-long hot dogs and giant cups of coffee.

"Always use the positive approach at the concession stand," Al Forman advised the forum. "When they ask for a hot dog or a coffee, ask them if they want the large size, don't even mention the smaller hot dog. If they want coffee, ask them: 'The 20 cent cup?' The psychology works surprisingly well," he said.

The panel urged drive-in operators to consider their attendance problems in conjunction with the drawing power of tv.

... NEWS ROUNDUP

'U' and Colgate in Tie-in

A joint promotional campaign has been planned by Universal Pictures and Colgate Palmolive Co., for Universal's Technicolor feature, "Written on the Wind," in connection with the soap company's "Strike It Rich" on the radio and television network of CBS. Starting Nov. 12, the program will emanate from the Coast, and, in cooperation with 10,000 C-P dealers from Santa Barbara to San Diego, will pick a "Miss Strike It Lovely," who will receive a 30-day contract to serve as public relations' envoy for the film, visiting key cities in connection with the opening of the picture.

\$28,050 Take for 'Attack'

Robert Aldrich's "Attack" has grossed \$28,050 in five days at the Mayfair Theatre here and seems headed for a first week total of \$36,000 according to estimates of United Artists, the distributor.

'Murphy' to Bow in Denver

Paramount's "The Search for Bridey Murphy," will be world premiered at the Denham Theatre, Denver, on Oct. 10. Jerry Pickman, vice-president of Paramount in charge of publicity and advertising, announced the opening after conferences with civic officials and Denver Post publisher, E. Palmer Hoyt.

Houston Theatre Reopening

The Centre Theatre, Houston, closed eight months ago, is scheduled to reopen Saturday, following renovation. Manager is Reed Whatley, who also manages the North Houston Theatre. Both are owned by Long Theatres, Bay City, Tex.

Services for Gordon

HOLLYWOOD, Sept. 24—Services were held today at Pierce Brothers' Hollywood Mortuary for Richard H. Gordon, 63, president Screen Extras Guild, who died Thursday night, at Hollywood Hospital.

No Sponsorship Yet For 'Oscar' Telecast

From THE DAILY Bureau

HOLLYWOOD, Sept. 24—Sponsorship for telecasting of the presentation of the Academy of Motion Picture Arts and Sciences' "Oscars" for 1956 has not been decided upon, according to the Academy.

It was reported that the motion picture industry would sponsor the presentation ceremonies over the television facilities of the National Broadcasting Co., this Winter, but the Academy would not confirm this.

SO...

TRAILERS play Second Fiddle to Newspapers!



Statistics compiled by National Theatres reveal that 43 per cent of those questioned are motivated to attend the motion picture theatre because of trailers. Their influence is only exceeded by that of newspapers—being second to newspapers—according to the theatre circuit's Research Department.

THIS MEANS THAT TRAILERS ARE SECOND TO NONE
IN PRODUCING THE BEST RESULTS FOR THE LEAST COST!
TRAILERS ARE THE BASIC SHOWMANSHIP TOOL!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

MOTION PICTURE DAILY

OL. 80, NO. 61

NEW YORK, U.S.A., WEDNESDAY, SEPTEMBER 26, 1956

TEN CENTS

Move Backwards'

Goldwyn Hits Film Making By Exhibitors

ays Industry Needs Fewer ut Better Pictures

By LESTER DINOFF

(Picture on Page 2)

The plan of the American motion picture exhibitors to enter the production field "is a move backwards"

the opinion of veteran producer Emanuel Goldwyn, who yesterday said "I am not criticizing them; I reject them, but I disagree with them."

Coldwyn, who recently returned to

(Continued on page 2)

arr General Manager f Goldberg Circuit

Special to THE DAILY

OMAHA, Sept. 25—The appointment of Kermit Carr as executive vice-president and general manager of the Goldberg theatre chain here was announced today. Mrs. Ralph D. Goldberg, president of the chain

(Continued on page 4)

RKO Names National Film

RKO Radio Pictures yesterday announced that National Film Service, Inc., has taken over all backroom inspecting and shipping of films for RKO in its 33 depots across the country.

The announcement by James P. Clark, president of NFS, and Edward L. Walton, vice-president of RKO, was a formal declaration of a changeover that had been taking place gradually throughout the RKO exchange system over the past weeks, as reported here.

The joint statement said that the complete take-over by NFS was made September 21. All RKO personnel

(Continued on page 4)

Wanger to Produce For Figaro-UA

Walter Wanger will produce films for Figaro, Inc. and will head the company's new West Coast offices, it is announced by Robert Lantz, vice-president of the independent producing organization. Under the terms of the multiple picture agreement, Figaro acquires the rights to "Border Trumpet," by Ernest Haycox, and "Commencement," an original screen story. Both properties

(Continued on page 4)

British Studio Workers Threaten Strike

By WILLIAM PAY

LONDON, Sept. 25—A shutdown of all major studios was threatened today when the studio carpenters almost unanimously voted to give notice of a work stoppage next week because of dissatisfaction over the long delayed negotiations for a 30 per cent wage increase. Sir Tom O'Brien, general secretary of NATKE attended a Film Producers Association meeting today in an attempt to resolve the situation but the producers decided to take no action at this stage.

U K-U S Film Pact Renewed

By J. A. OTTEN

WASHINGTON, Sept. 25.—The Anglo-American film agreement was extended for one year without change today, after brief and amicable discussion by British and industry negotiators. Conferees, who began meeting yesterday afternoon and concluded this morning, extended the agreement until Sept. 28, 1957.

Under the terms of the agreement,

(Continued on page 4)

Well Attended

Compo Groups Re-Elect; New Projects Set

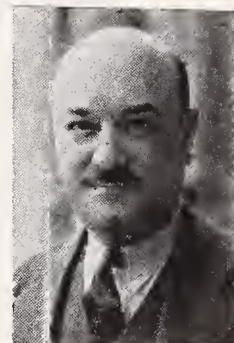
To Invite Allied States to Re-Join; Budget Approved

(Picture on Page 5)

The Council of Motion Picture Organizations will undertake a move designed to bring about a " rapprochement" with Allied States Association by which the latter could rejoin COMPO, it was announced here yesterday following a meeting of the COMPO board of directors and executive committee at the Sheraton-Astor Hotel.

Emanuel Frisch, president of the Metropolitan Motion Picture Thea-

(Continued on page 5)



Samuel Pinanski

REVIEWS:

Friendly Persuasion

Allied Artists—CinemaScope—DeLuxe Color

Hollywood, Sept. 25
WILLIAM WYLER's production of Jessamyn West's "Friendly Persuasion" starring Gary Cooper is a great motion picture. It groups, attraction-wise, with the contemporary "War and Peace" and "The King and I," neither of which it resembles in any particular save merit. In this respect it stands head and shoulders above its distinguished producer-director's Academy-awarded "Best Years of Our Lives" and "Mrs. Miniver," a pair of attractions as warmly awarded by the public, in terms of tickets, as by the profession in bestowal of its Oscars.

What Wyler did for those essentially family subjects within the limiting confines of black-and-white photographs and the 1.33-to-1 aspect ratio of their day, he does a dozen-fold as tellingly for this family subject in the wider, brighter freedom of CinemaScope and DeLuxe Color. Further, and without meant offense to the excellent personnel of his previous triumphs, producer-director Wyler comes to market this time with the great Gary Cooper (a Top Ten box office per-

(Continued on page 6)

Toward the Unknown

Toluca—WB—WarnerColor

THE PROBING of outer space by experimental test pilots in jet and rocket propelled aircraft is the main theme of "Toward the Unknown," which is the motto of the Flight Test Center at Edwards Air Force Base, California, where the experiments are conducted. The subject has been handled with exceptional skill and a high interest quotient by producer-director Mervyn LeRoy and writer Beirne Lay, Jr., who doubled as associate producer. There are plenty of values here to warm the cockles of exhibitor hearts, for they have a sure-fire item for all types of audience, one that will ring the bell in any situation.

The men will like the authentic adventure and interesting technological aspects involved; the children likewise; and the wives and mothers among theatre audiences will warm to the rich human values and agreeably off-beat love story. Both elements are wonderfully mounted in the expert performances of William Holden, Lloyd Nolan, Virginia Leith and some splendid supporting actors, including Charles McGraw, Murray Hamilton, Paul Fix, James Garner, Karen Steele and

(Continued on page 6)

PERSONAL MENTION

DAVID A. LIPTON, Universal Pictures vice-president, will return to the Coast tomorrow from New York.

WILLIAM DOZIER, RKO Radio vice-president in charge of production, will arrive in New York today from Hollywood.

RICHARD DAVIS, president of United Motion Picture Organization, and Mrs. DAVIS returned to New York from Europe yesterday aboard the "United States."

SAM GALANTY, Columbia Pictures Mid-East division manager, will leave Washington today for Cleveland.

SIDNEY KAUFMAN, president of Grand Prize Films, has returned to New York from Europe via B.O.A.C.

BERT ORDE, director of sales for "Redbook," has left New York for the Coast.

Name 2 to Financial Posts at Warners

T. J. Martin has been elected treasurer and a director, and Walter Meihof has been elected controller, of Warner Bros. Pictures, Inc., by the board of directors of the film company. They will absorb many of the



Walter Meihof T. J. Martin

duties formerly handled by Samuel Schneider, who resigned recently. Martin joined Warner Bros. in 1925 as auditor, a post he held until July of 1956, when he was elected controller and assistant treasurer. Meihof joined the company in 1942 as assistant to the controller and became assistant controller in July of this year.

It also was announced that, as a result of the invitation to tender stock of August 15, 1956, the corporation has acquired approximately 639,051 shares of stock, which are being held

Paramount Sales Heads To Meet in Chicago

From THE DAILY Bureau
CHICAGO, Sept. 25 — George Weltner, president of Paramount Film Distributing Corporation, tomorrow will open a two-day Paramount national sales conference, centering on Cecil B. DeMille's production of "The Ten Commandments," Ponti-DeLaurentiis' "War and Peace" and several other forthcoming major releases.

The meeting, the first of its kind to be held by the Paramount domestic distribution organization in a year, will be attended by top home office executives and all division managers.

In addition to Mr. Weltner, speakers at the two morning and two afternoon sessions include vice-president Jerry Pickman, on the subjects of advertising, publicity and exploitation; vice-president Hugh Owen, on Eastern sales, and Sidney Deneau on Western sales, which he manages. Charles Boasberg, supervisor of worldwide sales for "The Ten Commandments" and "War and Peace" also will address the meeting.

Arthur Resigns Post As Aide to DeMille

HOLLYWOOD, Sept. 25.—Art Arthur, former screenwriter and executive secretary of the Motion Picture Industry Council, who joined Cecil B. DeMille two years ago as executive assistant in charge of public relations, will resign that post at the end of this year.

Benefit for 'Oklahoma!'

CORPUS CHRISTI, Tex., Sept. 25 —The premiere of "Oklahoma!" in Todd-AO, set to take place at the Tower Theatre here Wednesday night, will be for the benefit of the Crippled Children's Hospital of Corpus Christi, it was announced today by Ted O'Shea, vice-president in charge of sales for Magna, distributors of the film.

Springer Acquires Two

Springer Theatres took over management of the Patio and Midwood —Theatres in Brooklyn from the Century Theatre Co. Springer, now operating the Farragut and Linden Theatres in Flatbush, announced they are contemplating a policy of art films at the two new theatres.

in the treasury. The cost of the stock acquired was approximately \$17,924,000. It is the intention of the corporation to use the balance of the appropriation of \$20,000,000 to purchase additional shares when favorable opportunities occur.

After deducting the stock acquired pursuant to the tender, there will be 1,843,196 shares outstanding.



M. P. DAILY picture
SAMUEL GOLDWYN

Film Making

(Continued from page 1)
this country from a trip around the world, said that he is enthusiastic for the motion picture business. "I see a change has taken place in that Hollywood is making fewer, but better motion pictures. Exhibitors who are talking of making films in order to increase the amount of films is a move backwards. They tried it before and it didn't work out," he stated.

The producer of "Guys and Dolls," saying that "more people saw motion picture entertainment last year than ever before," pointed out emphatically that "our business has changed and exhibitors must adjust and realize it. Television is the motion picture industry's greatest competitor now and to meet this competition, the producers are making better films. Exhibitors must realize this or they will end up like the Keith-Albee vaudeville circuit."

Wants Adjustment to Conditions

Goldwyn said that the theatremen "must face the facts and adjust to the industry conditions of today. There are too many theatres in operation today.

"If exhibitors spend less time arguing about film rentals and spend more time on showmanship, the business will improve. Showmanship is important. The more motion pictures which are produced means that you have less time for showmanship."

Goldwyn, commenting on his visit to Great Britain, said that he told the British that one way to improve their business "was to reduce by 25 per cent the number of films produced to improve the quality and their foreign market. I also told them that they must do away with their admissions tax and governmental subsidy." Goldwyn said that the move by the Theatre Owners of America to study the Eady Fund and its possible introduction to the U. S. "would set us back 50 years. I am opposed to any subsidy."

Will Sell to TV Only If 'Price is Right'

The sale of the production-distribution companies film libraries to television was brought about by "economics," producer Samuel Goldwyn stated here yesterday, when questioned about a possible sale of some of his past productions to the competing entertainment medium.

Goldwyn said that "to me, each of my films is like a child . . . but if the price is right, I'll sell them."

Kirby Retires as WB Division Manager

John Kirby is retiring, effective October 1, as mid-west division sales manager for Warner Bros., it is announced by Roy Haines, general sales manager. Mr. Kirby plans to retire to a Florida residence. An industry veteran, Mr. Kirby was with Warners for 10 years as successively Southern Eastern District Manager, Southern Division Sales Manager and Mid-West Division Sales Manager. Before joining Warners, he was for 21 years on the Paramount sales force. No successor has as yet been named.

Mayor Dedicates Studio

New York City Mayor Robert F. Wagner yesterday formally dedicated a new motion picture studio in Manhattan, Production Center, Inc., at a reception attended by city and civic officials.

The independent studio has contracted to supply RKO Radio Pictures with 12 feature films during the next three years. The dedication ceremonies yesterday also marked the completion of the first picture, Galahad Productions' "Brave Tomorrow."

To Honor Churchwomen

Public relations chairmen of 50 major city councils of the United Church Women will be guests of Allied Artists at a luncheon Oct. 3 honoring the UCW for its cooperation in promoting William Wyler's "Friendly Persuasion."

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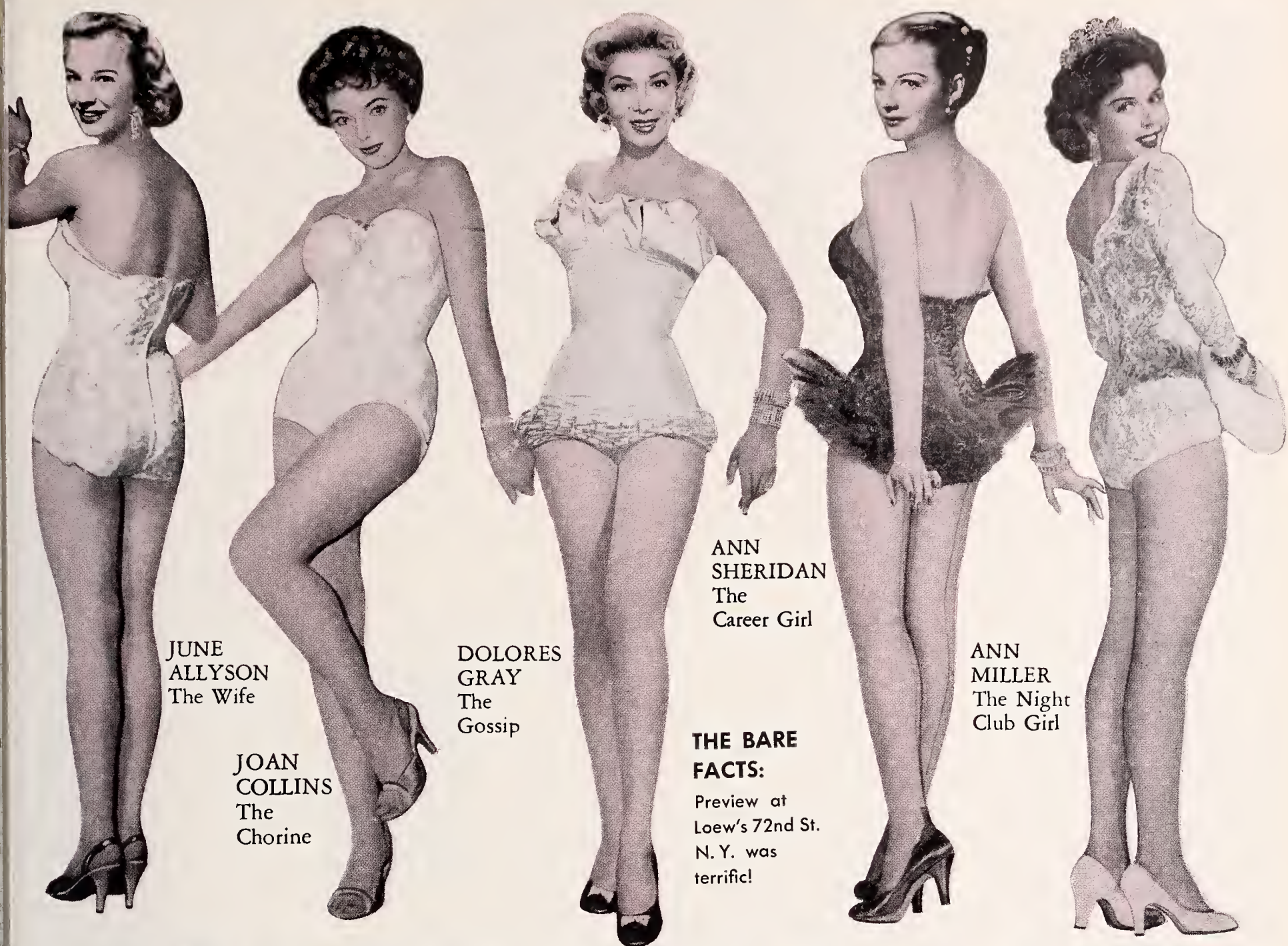
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JUNE
ALLYSON
The Wife

JOAN
COLLINS
The
Chorine

DOLORES
GRAY
The
Gossip

ANN
SHERIDAN
The
Career Girl

ANN
MILLER
The Night
Club Girl

**THE BARE
FACTS:**
Preview at
Loew's 72nd St.
N. Y. was
terrific!

FOR THE BEST DATES IN AMERICA- "THE OPPOSITE SEX"

"Strong B. O. Biz. High Powered"—*Variety*

"A Winner"—*M. P. Herald*

"Cinch For Strong Returns"—*Boxoffice*

"Strong Boxoffice Contender"—*Film Daily*

"Will Flock To See It In Drove"—*M. P. Daily*

"Tip On Bidding: Go the Limit!"—*The Exhibitor*

"Boxoffice Bonanza"—*Hollywood Reporter*

"Strong Boxoffice Potential"—*Daily (Coast) Variety*

**Another Big One joins the
high society of M-G-M hits!**

M-G-M • In CinemaScope and METROCOLOR

JUNE ALLYSON

JOAN COLLINS

DOLORES GRAY

ANN SHERIDAN

ANN MILLER

in

"THE OPPOSITE SEX"

Co-starring

LESLIE NIELSEN

JEFF RICHARDS

AGNES MOOREHEAD

CHARLOTTE GREENWOOD

JOAN BLONDELL

SAM LEVENE

And GUEST STARS:

HARRY JAMES • ART MOONEY

DICK SHAWN • JIM BACKUS

with BILL GOODWIN

Screen Play by FAY and MICHAEL KANIN

Adapted From a Play by CLARE BOOTHE

New Songs: Music by NICHOLAS BRODSZKY

Lyrics by SAMMY CAHN

Directed by DAVID MILLER

Produced by JOE PASTERNAK

(Available in Magnetic Stereophonic,
Perspecta Stereophonic or 1-Channel Sound)

UK-U.S. Pact

(Continued from page 1)

American companies will again be able to take \$17,000,000 out of the United Kingdom from film rentals there. The companies will also be able to take out in dollars additional revenues coming to them from their participation in the Eady Plan and as a bonus for production in Britain. Last year revenues from these sources reached about \$4,000,000—giving the industry a 1956 total of about \$21,000,000. Observers expect that the total figure for the coming year will be approximately the same.

Had Agreed to Waivers

The sterling conversion bonus is one-third of American production investments in Britain. The balance of American earnings there are subject to a schedule of permitted uses in Britain, defined in earlier agreements. In the past few years, the American companies have agreed to waivers of Eady Fund accruals amounting to half, or about \$2,250,000 of their approximately \$4,500,000 annual share.

Representing the British in the negotiations were: Sir Edgar Cohen, in charge of foreign affairs for the Board of Trade; Mrs. P. M. B. James, of the BOT motion picture division, and C. M. P. Brown, commercial counselor at the British Embassy here.

The American group was led by Eric Johnston, president of the Motion Picture Association of America, and Ellis Arnall, president of the Society of Independent Motion Picture Producers. They were assisted by Marvin Faris of SIMPP; and Fayette Allport, G. Griffith Johnston and Ralph Hetzel, of MPAA.

National Film

(Continued from page 1)

who wished to continue in their jobs, they said, were absorbed by NFS.

Walton emphasized that this change-over did not mean that the RKO exchanges were being abandoned. Only the physical handling of films was removed, he said, and the exchange offices would continue to function as distribution centers.

For NFS, RKO was the third major distributor to give its backroom work to the film-handling organization. United Artists and Walt Disney's Buena Vista Co. are both currently being serviced by NFS.

Clark said that NFS has been taking over backroom activity from major distributors for eight years with the eventual goal of taking over all the physical handling of the majors.

EXECUTIVE ASSISTANT

Formerly with the President of a major motion picture company (with outstanding television subsidiary), desires a similar position with a prominent executive in motion pictures, television, stage or radio. Available on three weeks notice. Top references. Box 924, Motion Picture Daily, 1270 6th Ave., N. Y. 20.

One Man's TV Views

By Pinky Herman

STARTING its second season next Monday, "The Mickey Mouse ABC Club" will feature at various times Leo Carillo, Jane Withers, Fess Parker, Judy Canova and Donna Atwood. ABCheftains mean to hold on to the program's "highest daytime" ratings achieved last year. . . . After 4 years on Dumont's "Food for Thought" series, vivacious Virginia Graham has earned star status and starting Monday launches "The V. Graham Show," a WABDaily stint at 3:30-4:00 P. M. . . . Allen Swift's "Popeye," (WPIX) shenanigans is scoring but great with the New Yorkids. . . . Paul Winchell-Jerry Mahoney tv program, which debuts Thursday, Oct. 4 (8:00-9:00 P.M.), is changed to "ABCircus Time." . . . Prexy Ely Landau of NTA will be the guest speaker at the first of a series of monthly meetings to be held tomorrow afternoon by the National Television Film Council at the Hotel Delmonico in Gotham. Landau will discuss "The Film Network's Future in TV." . . . Composer-conductor Hank Sylvern has been named musical director for the Columbia Workshop's production of "Oedipus," CBSlated for broadcast Friday, October 5, in the 8:30-9:00 P. M. slot.



Jac Hein, associated with NBC since 1949 and since 1951 a member of the "Today" staff, succeeds Gerry Green as producer of "Today." Hein, a native of Hastings, Nebraska, at the age of 36 is hailed as one of the brightest young execs in tv. NBCongrats all around. . . . TVviewers will see U. S. Navy "Frogmen" at work beneath 100 feet of water at New London Submarine Base Sunday, October 14, (4:30 P. M.) on "Men Under Sea," seg of the "Medical Horizons" series over ABC-TV. . . . Lipton's Tea will CBSponsor "Ma Perkins," starting next week. The program, starring Virginia Payne and heard Mondays thru Fridays at 1:15 P. M., has been on the air consistently since 1933 and Miss Payne has never missed a single performance. . . . Storyboard, Inc.'s 20-second animated spot commercial, "The Doctor," was selected by the International Advertising Film Festival at Cannes, France, to receive a special award. Created for Bill Wilgus of J. W. Thompson by John Hubley and Robert Guidi, this same "plug for Ford," animated by Art Babbitt, early this year won the L. A. Art Director's Club Gold Medal.



At Toots Shor's yesternoon, Jack Lescoulie, who before zooming to the top of the tv firmament started out as a disk jockey, told this gem. Seems a tall sombrero-topped Texan approached a couple of be-bop musicians on the corner of 50th St. and Broadway and asked, "How do you get to Carnegie Hall?" "Practice, man, practice," was the prompt and staccato reply. . . . Dinah Shore, who will head a second tv series, "The NBChevy Show," which will tee off Friday, Oct. 5 (9:00-10:00 P. M.), and will be seen on various Friday and Sunday nights, will interview as her first guests Frank Sinatra and Dizzy Dean. The 10 programs will be beamed in color and b & w. . . . When Walter Lowenthal, veep of Transfilm, Inc., named Gary Stevens to help develop the firm's products for both motion picture theatres and the tv market, he merely coraled one of the smartest young execs in show business. Gary has created and has produced numerous radio and tv programs and more recently was executive producer for the Warner Bros. tv enterprises.



Labor Day has gone, World Series talk fills the air and poof, there goes our diet (with apologies to Frere Montener). New programs are being launched or are making respective bows in tv with parties, receptions, etc. Last night Jackie Gleason was honored with a lulu of a wingding at Toots Shor's tossed by Bulova Watch Co., Old Gold cigs and CBS. This afternoon an NBCEption for the press will have Walter Winchell talk about his new tv series which preems Friday, October 5 (8:30-9:00 P. M.). Tomorrow afternoon, WOR-TV and Echols Associates will have ye fourth estaters meet Julie (Pajama Game) Wilson, who'll femcee the new "It's Fun to Travel" program, at the Barbizon Plaza Hotel. (Alberthwaite, the pink, white, yellow and red pills, please.)

Wanger

(Continued from page 1)

are owned by Wanger and he will produce them under the Figaro banner. Production on at least one is scheduled to begin by the end of the year. "Good Old Charley Faye," on which an important casting announcement will be made shortly will also be produced for Figaro by Wanger. United Artists will release

Lantz termed the deal with Wanger "another step in laying the foundation for a Figaro program of continued production activity in motion pictures, theatre and television." NBC recently purchased a 50 per cent interest in Figaro, Inc. United Artist will distribute all forthcoming Figaro Inc. product. Properties now in active preparation include Graham Greene's "The Quiet American," which Joseph L. Mankiewicz will write and direct; "Good Old Charley Faye"; "Santo Cowboy," an original screen story by Italian scenarist Ettore Margadonna; an original screen story by Frances Winwar based on Elizabeth I of England and Mary, Queen of Scots; "Border Trumpet" and "Commencement."

Wanger, whose motion picture career began as an assistant to Jess Lasky, brings to Figaro, Inc. the experience of 34 industry years. His producer credits include: "Queen Christina," "Gabriel Over the White House," "The President Vanishes," "Trail of the Lonesome Pine," "Shanghai," "Winter Carnival," "Foreign Correspondent," "Blockade," "Stagecoach," "Algiers," "The Long Voyage Home" and "Joan of Arc."



Jac Hein

Carr Manager

(Continued from page 1)

since the death of her husband in late July, and Fred White, attorney made the announcement.

Carr, who had been employed for 27 years by Tri-States Theatres in Des Moines and who was chief booker for that circuit will assume his new post October 12.

A. H. Blank, president of Tri-States said he will announce a replacement in the near future.

New Distribution Change In New Orleans for RKO

NEW ORLEANS, Sept. 25—RKO Radio Pictures has announced the physical distribution of its films in this exchange area has been turned over to the Film Inspection Service Co. This follows recent changes elsewhere by RKO for the handling of films, with exchanges in Minneapolis and St. Louis having transferred inspection and shipping functions to service companies.

JOSEPH SCHEINMAN

Beloved husband of Claire and devoted father of Harriet and grandfather of Sharon—Wed. September 26, at 12.45 PM. Riverside, Amsterdam Ave. and 76th St.

National Pre-Selling

The campaign for
"Tea and Sympathy"



One of the full page ads which will appear in national magazines.

WITH the stars of the picture brought out strongly, and the copy graphic and forthright, M-G-M's national magazine ads are designed to create interest and convey the story line of the film. To a combined readership of 218,000,000 during the months of September and October, the ads will appear in "Life," "Look," "Saturday Evening Post," "Woman's Home Companion," "McCall's," "Ladies' Home Journal," "Redbook," "Cosmopolitan" and nine fan magazines. In addition to the full-page ads, "Picture of the Month" and "The Lion Roars" columns will appear on the table of contents pages of 11 leading national magazines. Most of the ads will carry the line, "From the sensational stage success that ran 91 weeks—and starring the players who created the original Broadway roles."

Eight top-flight actresses who will appear in "The Opposite Sex," are spotlighted in an article titled "An Unruffled Rest in Ruffles." It appears in the Sept. 24 issue of "Life."

A photo that leads off the article shows the eight misses dressed to the hilt in evening clothes and resting in wicker chairs on the set of "The Opposite Sex."

Carroll Baker, who appears in "Giant" and "Baby Doll," is highlighted in "The Hollywood Scene," a feature appearing in the October issue of "Seventeen." Elia Kazan, who directed Carroll Baker in "Baby Doll," said "She will create a sensation as great in her own way as Jimmy Dean did in his."

A personality story of Russ Tamblyn, who appears in "The Fastest Gun Alive," and his actress wife, Venetia Stevenson, is featured in the October issue of "Look."

WALTER HAAS



M. P. DAILY picture

IN SESSION, COMPO, at the Astor Hotel yesterday. Sidney Schreiber is the speaker above. Herman Robbins, Leo Brecher and Samuel Pinanski may be seen at his right.

New Compo Projects Planned

(Continued from page 1)

tres Association, was named chairman of a committee which will study Allied's charges against COMPO and its special counsel Robert W. Coyne.

The meeting authorized the COMPO triumvirate to appoint a committee to study costs of the Theatre Owners of America "Business Builders" plan; appointed an exploratory committee of four to study a suggestion for a meeting to study means of strengthening investor confidence in the industry; authorized the triumvirate to realign the COMPO standing committees, and elected officers—Coyne, Samuel Pinanski and a yet to be named representative of the Motion Picture Association of America as members of the triumvirate.

The COMPO meeting also gave approval to a plan to enlarge the scope of the Audience Awards so that other categories, including technical ones, could be voted upon. The present ballot lists only nominations for the Best Picture, Best Male and Female Performers, and the Best Male and Female Newcomers in films.

Budget Approved

The budget for the coming year, effective Aug. 1, 1956, was approved. It covers the Audience Awards, press relations, including the "Editor and Publisher" advertisements, the continuance of the tax campaign, of which Robert J. O'Donnell will continue as national chairman, and office expenses. It was pointed out that COMPO's budget for last year left a surplus of \$7,000 and that the new budget is less than the previous one.

The COMPO meeting, which was presided over by Pinanski, was attended by about 50 persons. The importance of the industry organization was remarked by Pinanski, who said that "COMPO is now a reality. It has withstood the test of time. It is now a real and vital vehicle for meeting industry problems." Coyne was authorized to contact concessionaires regarding membership.

O'Donnell, in reporting on the tax campaign, said that the fight to elim-

inate the remaining admissions tax confronting 1,335 theatres will be continued. A plan will be put into effect by the time Congress convenes in January, he said.

Charles McCarthy, COMPO information director, reported on the Audience Awards campaign, and Herman Robbins, COMPO treasurer, spoke on organizational finances. Harry Goldberg, of the COMPO press committee, reported on the TOA business builders proposal, which was adopted. A committee will be appointed to study costs, etc., for launching the program which will be undertaken by all industry facets. The budget for this would be in excess of the regular COMPO budget. A copy of the TOA "Business Builders" program will be sent to all industry figures, in distribution, exhibition and production.

The COMPO triumvirate was also authorized to negotiate a new agreement with Albert E. Sindlinger in regard to industry research and market analysis.

Seek to Attract Investors

A committee of four, Pinanski, Frisch, Harry Brandt and a MPAA representative to be appointed; were directed to study the suggestion for an industry financial meeting so that the industry could be made more attractive to outside investors. COMPO also appointed Frisch as chairman of a group, to be appointed later, to study the charges made by Allied and its general counsel Abram F. Myers about COMPO's management and Coyne's activities with a view to bringing Allied back as a member. The exhibitor group withdrew its membership in COMPO about a year ago.

COMPO is presently composed of TOA, MPAA, the Independent Theatre Owners of America, Society of Independent Motion Picture Producers, MMPTA, Variety Clubs International, and trade press.

The meeting started in the morning; was interrupted for lunch and adjourned in mid-afternoon.

PEOPLE

Carol Orenstein has been named advertising and promotion manager of Filmack Studios here. She comes to her new post from Allen Christopher Co., where she was copy chief.

□

Lynn Farnol, head of his own public relations organization, will act as course director and moderator in a series of eight case histories in public relations to be offered by the Institute of Arts and Sciences and the School of General Studies at Columbia University starting Oct. 4.

□

Jerry Ludwig, publicist with the Hecht-Lancaster Companies on the Coast during the past year, has joined the Lou Smith Organization, Hollywood.

□

Frank J. Schiendler has been promoted by RKO Radio to the post of branch manager for the San Francisco territory.

□

Irving Asher, executive in charge of production for the 20th Century-Fox subsidiary, TCF Television Productions, has had his contract extended for an additional two years.

COSMOPOLITAN

salutes

Tea and Sympathy

... another example of the motion picture industry's great tradition of presenting the finest entertainment to the American public.

COSMOPOLITAN
sees eye to eye with
Hollywood on this
tradition:

See COSMOPOLITAN's October "movie issue" ... devoted completely to a spectacular review of the whole motion picture industry. Sure to be boffo at newsstands everywhere.

COSMOPOLITAN

A Hearst Magazine

Toward the Unknown

CONTINUED FROM PAGE 1

Bartlett Robinson. A particular standout is the performance of Lloyd Nolan, who brings the savvy of a topnotch trouper to his role of a dedicated Air Force general who, despite advancing years, insists on performing the most hazardous tests himself.

William Holden is likewise fine as a brainwashed major who had been badgered after months of Red torture into signing a germ warfare confession in Korea. Holden wants reassignment as a test pilot, but encounters lack of trust and respect from the personnel at the base and from Nolan, who, however, reluctantly reassigns him. The story then follows Holden along the path of a slow, painful regaining of his lost prestige and also the love of Nolan's civilian secretary, Miss Leith, who resents Holden's shamed failure to reply to the many letters she wrote him during his recuperation period.

Hal Rosson has given the photographic aspects the full advantage of his long experience in that field, and the results are handsome and breathtaking. There are wonderful shots of rocket and jet craft in action, including Lockheed F-94 C's and XF-120's, and the final scenes, in which Holden once and for all proves himself, is a high point in cinematic flight adventure.

The triangle situation involving Holden, Nolan and Miss Leith is worked out interestingly, and especially notable are scenes in which Nolan faces the reality of his advancing years and failing reflexes, and forgives Holden's insubordination in undertaking a dangerous rocket flight which the older man would have found fatal. Nolan then loses the girl to Holden, but what he does take with him in the final analysis is what is bound to be widespread audience admiration for one of the year's best supporting performances. As for the kids, there will be a run on the rocket toys at the local five-and-ten.

Running time, 115 minutes. General classification. Release date, Oct. 20.

LAWRENCE J. QUIRK

UA Exchanges Ready To Start Velde Drive

The alignment of the 33 United Artists exchanges competing in the Jim Velde Drive has been announced by co-captains William J. Heineman, vice-president in charge of distribution, and Max E. Youngstein, vice-president. The 42-week billing, collections and playdate campaign honoring general sales manager James R. Velde will be the long and intensive, according to UA spokesmen, and a prize pool of more than \$50,000 in cash will be shared by the winners. The 27 U.S. and six Canadian exchanges are competing in the three groups of equal grossing potential. The Velde Drive is the first sales push participated in by the newly-activated Jacksonville branch.

Reserve Decision on Drive-in Injunction

Judge Charles A. Rome of Superior Court has taken under advisement a request for a temporary injunction restraining the building of a drive-in in Seekonk, Mass. by Norman Zalkind and Hyman E. Lepes, both of Fall River. A hearing is scheduled for October 8 in the same court. A request for a writ of mandamus, filed by Independent Amusement Corp., operators of the existing Bay State Drive-in, Seekonk, and another request for a bill in equity, filed by Nathan Yamins, owner of the Bay State, were heard before Judge Rome. Both asked for restraining orders on

Baltimore Turns Out For WB's 'Unknown'

BALTIMORE, Sept. 25—Overflow crowds were on hand at the Stanley theatre here tonight to celebrate the world premiere of "Toward the Unknown," a Toluea Production for Warner Bros. release, starring William Holden in his first independently-produced film, as well as the climax of "William Holden Day," proclaimed here by Baltimore's Mayor Thomas D'Alesandro, Jr.

Receives Scroll

A citywide celebration honored the star from the time of his arrival with an airport welcome by the mayor and Col. Albert E. Arnheim of ARDC. "Miss Air Power of 1956" and "Miss Maryland" were also on hand to greet the star who was escorted to his hotel by motorcade. Lt. Gen. Thomas Power, commanding officer of ARDC, presented Holden with a "Scroll of Appreciation" for his portrayal in "Toward the Unknown," which "has contributed to a better public understanding of man's role in pioneering the development of advanced air weapons."

Daylong festivities were highlighted by the appearance of Holden on the stage of the Stanley theatre preceding the showing of the picture. Tomorrow Holden will appear on the stage of the Paramount theatre in Buffalo where the picture opens following a day of "red carpet" activities for the star.

the building of the Zalkind-Lepes drive-in.

Friendly Persuasion

CONTINUED FROM PAGE 1

former in 16 of the past 20 of the Quigley Publications annual Mone Making Stars polls of exhibitors) as the Number One star in his sterling cast. "Friendly Persuasion" stacks up, snug in its firmly packed 138 minutes, as a great picture sure to open big and to run long at high level in all areas where pleased people are pleased to speak earned praise of product to friend and neighbor.

The Cooper performance, powerful as always in the passages calling for power, displays a talent for quiet humor that hasn't been exercised to notable extent in any of his previous portrayals. He is cast this time as the head of an Indiana farm family, of Quaker belief, in 1862. His wife, enacted with warm conviction by the co-starred Dorothy McGuire, shares with him the goodwill of their pastoral community and the welcome responsibility of rearing their offspring in the paths of rectitude.

For most of the pleasant running-time of the story, made up of a chain of incidents reflecting from many points of view the nature and meaning of family life in the time and place of the narrative, there is perfect agreement among family members on all matters of importance. The point of difference on which the final phase of the story draws for action, suspense and resolution, is reached when the young son, played with impressive skill by young Anthony Perkins, leaves the farmstead bearing a gun, against his parents' wishes, to aid in defense of the area against an approaching column of Morgan's Raiders. From this point on the picture is intensely dramatic, picturing in tremendously potent miniature (the crossing of a river under fire) the terrors of civil war.

THE FARM FAMILY in the picture is a representation of the real-life Am Milhous family whose experiences make up the book by Jessamyn Weaver, and the farm in the film is, within the limits of artistic reproduction, duplicate of the Milhous farm. The experiences of the Milhous family range, as filmed, from the deepest solemnity, in church sequences commanding interest, to sheerest slapstick, in a farm episode during which farm-owner Marjorie Main and three man-hungry daughters out-do Ma Kettle at her out-doingest. In between these extremes are many another—two notable horse-and-buggy races, one unforgettable accurate and stimulating county-fair sequence, repeated riotous conflict between young Richard Eyer and a quarrelsome goose—which amuse as well as entertain, and which add steadily to the developing representation of the characters and attitudes of the principals as they come forward to the ultimate meeting of the big issue that rides toward them with Morgan's Raiders.

Excellent secondary performances are given by Robert Middleton, Phyllis Love, Walter Catlett and Mark Richman.

Dimitri Tiomkin and Paul Francis Webster, whose music and lyrics are forever winning Academy awards, furnished the score and songs for the picture, the former also doing the directing. And Pat Boone, one of Arthur Godfrey's top singing stars, adds to the picture, and its exploitation, by singing the Tiomkin-Webster title song, "Friendly Persuasion" on the sound track behind the main title and again on the closing credit.

Running time, 138 minutes. General classification. Release date, not set.

WILLIAM R. WEAVER

Terry Moore to Tour For 'Heaven' Openings

Twelve key cities in six Southern states will be visited by actress Terry Moore during a two-week period beginning Oct. 8, in connection with saturation openings of 20th Century-Fox's "Between Heaven and Hell," CinemaScope drama of World War II in which she co-stars with Robert Wagner and Broderick Crawford. Emplaning from Hollywood, Miss Moore will tour Georgia, Alabama, South Carolina, Florida, Louisiana and Texas engaging in theatre appearances, tv and radio guest shots, newspaper interviews and other events.

The arrival of the star in each of the 12 centers will immediately precede or coincide with the openings.

Pope Warns on Morality Of Radio-TV Shows

Pope Pius XII, in a recent letter to Bishop Martin J. O'Connor, president of the Pontiff's Committee for Motion Pictures, Television and Radio, has again strongly urged Catholics to watch the moral quality of radio and TV shows. The letter was sent on the occasion of the first meeting of experts on the two entertainment fields. The 18 authorities, representing nine countries, congregated in Vatican City September 23-25. Two main arguments under consideration were the religious transmissions on the two communication media, and the moral standard of the material.

All
the News
That
Is News

QP

MOTION PICTURE DAILY

Concise
and
to the
Point

QP

VOL. 80, NO. 62

NEW YORK, U. S. A., THURSDAY, SEPTEMBER 27, 1956

TEN CENTS

Membership Meets

MMPTA Elects Strausberg as New President

Frisch Succeeds Brecher As Chairman of Board

Solomon M. Strausberg, president of Interboro Circuit, Inc., New York City, was elected president of Metropolitan Motion Picture Theatres Association, for a two year term, succeeding Emanuel Frisch, at a meeting of the members of the association held yesterday at the St. Moritz Hotel.

Strausberg, for the past six years has been first vice-president of MMPTA, Frisch will succeed (Continued on page 6)

MPAA Directors Plan Meeting Next Week

The board of directors of the Motion Picture Association will meet about the middle of next week to consider a number of plans concerning ways and means of boosting the box-office, it was reported here yesterday. The MPAA directors, it was said, will consider the advertising and public relations (Continued on page 6)

MPEA Will Sponsor Japanese Film Fair

A Japanese Film Fair sponsored by the Motion Picture Export Association will be held at the Museum of Modern Art here, Jan. 20-25, according to an MPEA representative, who said that the six evenings of screenings have been set up to promote the Japanese film industry.

It was stated that the Japanese film industry will send over some of its top stars and directors to take part in the fair.

Agree on TV Film Code

Special to THE DAILY
SAN FRANCISCO, Sept. 26.—An agreement was worked out here today to bring television movie producers under the television station code governing matters of morals and good taste. Two teams of negotiators representing the majority of the nation's tv stations and leading tv film producers huddled for two days in hammering out a preliminary blueprint which will be submitted to the National Association of Radio and Television Broadcasters in Washington, D. C., and 18 member companies (Continued on page 5)

National Theatres to Hold Circuit Meeting

Special to THE DAILY
LOS ANGELES, Sept. 26.—Expansion, diversification, exploitation and new advertising approaches highlight the three-day convention agenda of National Theatres, Inc., opening October 1 at the Arizona Manor Hotel, (Continued on page 5)

Plans for 6 Films

C. V. Whitney Expresses Confidence In Motion Picture Industry's Future

By WILLIAM R. WEAVER

HOLLYWOOD, Sept. 26.—C. V. Whitney, president of C. V. Whitney Pictures, Inc., outlining his feature production schedule running through 1960, today stated his confidence in the theatrical motion picture industry's future is firm as when he formed the company three years ago.

He said the company's first picture, "Searchers," already has grossed more than \$5,000,000 domestically, and foreign grosses are exceeding expectations so far.

Whitney said that his production will average at the rate of two films per year, although not necessarily in strict calendar order. "Missouri Traveler," which goes into production in January, and either "Grass" or "Chang," whichever production is finished first, are to be released in 1957.

Whitney said filming will begin this winter on "The Healing Woods,"

Thinks They'll Learn What Problems Are

The proposed entry into production by American Broadcasting-Paramount Theatres and Stanley Warner Corp. "would be a good thing for American exhibitors," according to Alfred E. Daff, executive vice-president of Universal Pictures.

Daff said that while he wished them success in their venture, "it will give them an opportunity of learning just what the problems of the producers are."

Urges Easier Import Policy

By J. A. OTTEN

WASHINGTON, Sept. 26.—Erie Johnston, president of the Motion Picture Export Association, told the House Ways and Means Subcommittee which is reviewing tariff laws and reciprocal trade agreements, that the policy of the United States for nations abroad should tend toward a general lowering of trade barriers to (Continued on page 5)

Daff Attacks

U. S. Exhibitor Charges About Film Firms

Says Foreign Theatremen Have 'Confidence In Us'

By LESTER DINOFF
(Picture on Page 5)

The charge made by certain American exhibitor leaders before foreign film groups "that U. S. producer-distributors can not be depended upon in keeping up the supply of product" is "ridiculous and sabotaging our country's interest abroad," in the opinion of Alfred E. Daff, executive vice-president of Universal Pictures, who recently returned from a world tour.

Daff, saying that his viewpoint is shared by executives at other distribution companies, declared here yesterday that from now on he will answer American exhibitor statements concerning producer-distributors "more vigorously."

"Certain U. S. theatremen, who purport themselves to be the leaders in (Continued on page 5)

Landau to Discuss Network at NTFC

The future of the television film network will be the subject of a talk which will be given today by Ely A. Landau, president of National Television Film Associates, before the first membership meeting of the National Television Film Council at the Delmonico Hotel here.

Landau will discuss the formation of the NTA Film Network.

Kirsch Replaces Shor As Allied EDC Head

From THE DAILY Bureau

WASHINGTON, Sept. 26.—Jaek Kirsch, president of Allied Theatres of Illinois, has been designated chairman of the Emergency Defense Committee of Allied States Association, it was announced by National Allied president Rube Shor.

Shor, who has been hospitalized in (Continued on page 6)



C. V. Whitney

are calendered for 1959 and 1960, (Continued on page 5)

PERSONAL MENTION

BARNEY BALABAN, Paramount president, has returned to New York from Europe.

REGINALD ARMOUR, vice-president of Republic Pictures International and supervisor in the United Kingdom, has returned to New York from Hollywood.

LEE KAMERN, manager in Italy for Locw's International, with his wife and daughter, will leave New York for Naples today aboard the "Cristoforo Colombo."

DR. ALEXANDER ERNEMANN, former member of the board of directors of Zeiss Ikon AG., Stuttgart, Germany, has been awarded honorary membership in the Society of Motion Picture and Television Engineers.

JAMES M. TOTMAN, assistant to **HARRY FEINSTEIN**, Northeast zone manager for Stanley Warner Theatres, has been named general chairman of the 1956 membership drive of the New Haven (Conn.) YMCA.

ARTHUR HERZOG, JR., screen publicist and correspondent for *MOTION PICTURE DAILY* in Detroit, has returned there from New York.

JACK WRATHER, producer, and **BONITA GRANVILLE**, his wife, left New York yesterday aboard the "Queen Elizabeth" for Europe.

R. A. COLISTRA, Westrex Corp. comptroller, is in Los Angeles from New York.

J. A. TANNEY, president, and **D. J. CAPANO**, vice-president, of S. O. S. Cinema Supply Corp., are in Montreal from New York.

NORMAN JACKTER, Columbia Pictures branch manager, was in New York from Albany.

Says 'Barefoot' Copied

A plagiarism suit asking damages of \$250,000 was filed in New York Federal Court here this week by Mildred Cantor, charging that the film "The Barefoot Contessa" was copied from a work she owned entitled "Dancing Cannibals." The suit was filed against Joseph L. Mankiewicz and Figaro, Inc., which made the picture; United Artists, which released it; the William Morris Agency, which represents Mankiewicz; and various "John Doe" exhibitors who booked the film.

Sarnoff Defends TV Network Practices

The attack on network operations was made by "a group of film producers" for the purpose of cutting network service "in order to enlarge their own market and profit," Robert W. Sarnoff, president of the National Broadcasting Co., yesterday told the House Anti-trust Subcommittee investigating charges of "monopoly" in the tv industry.

Sarnoff defended the network practices of "option time" and "must buy"—a policy which demands advertisers buy time on a number of stations in each instance—as necessary to finance the constant maintenance of the communications systems and to bring "major" programs to greater areas.

These film producers, Sarnoff said, charge that their needs are the same as those of the networks. He told the subcommittee that such was not the case, that film producers are "program merchants" whose sole business is "programs for profit." The networks, he said, must maintain daily, balanced schedules of entertainment and service programs whether the programs are sold or not.

WB Shorts to Triangle For Four TV Stations

The four television stations owned by Triangle Publications have just concluded the purchase of the entire package of Warner Bros. and Popeye cartoons from Associated Artists Productions, Inc., at a price of about \$1,000,000. Triangle's stations include WFIL, Philadelphia; WNHC, New Haven; WFBG, Altoona, and WNBF, Binghamton.

The Warner Bros. cartoons total 337 in number, including "Bugs Bunny," the motion picture exhibitors' number one boxoffice attraction for the eleventh consecutive year in the FAME poll; Tweety and Sylvester; Elmer Fudd, Daffy Duck and various others.

Popeye cartoons number 234. Program plans and precise scheduling have not been set, but it is interesting to note that a total of 425 of the cartoons are available in color. Negotiations for the purchase were conducted between Roger W. Clipp, general manager of Triangle Stations, and Arthur Kalman, Eastern division manager of Associated Artists Productions, Inc.

Kramer Brings 'Pride'

Stanley Kramer, producer-director of the VistaVision production, "The Pride and the Passion," returns to the United States from Spain tomorrow to edit the film for United Artists release. Starred are Cary Grant, Frank Sinatra and Sophia Loren.

Set Clinic Subjects For Allied Convention

Special to THE DAILY

DALLAS, Sept. 26—Clinics for the buying of motion pictures, on availability, clearances, sliding scales and print problems will highlight the 1956 convention of Allied States Association of Motion Picture Exhibitors to be held in the Statler Hilton Hotel here, Nov. 27-29.

This convention of Allied will honor Col. H. A. Cole for his 40 years of "devotion to the motion picture industry and Allied Association."

According to Robert Morrell, convention coordinator, over 500 advance reservations have been received for the convention which also features on its agenda such items as new methods in theatre operation — projection, sound, sound control, seating and general layout; advertising methods adapted to the present market; new combinations and approaches to increased box office receipts, and trade practices.

The convention will include a style show for the ladies.

Italians Complain of Low Price from Reds

From THE DAILY Bureau

ROME, Sept. 26—The Christian-Democrat daily newspaper "Il Popolo" reported here that a bigger exchange of motion pictures between Italy and the Soviet Union is being held back by the low prices currently offered by Sovexportfilm, the Russian distribution agency, for Italian product.

"The price paid for Italian pictures," reported "Il Popolo," "very rarely reaches 15 million lire (\$25,000) for a single feature film."

The newspaper remarked that the low offers made by the Russians seemed odd in the light of apparently excellent business in Soviet theatres inferred in a statement by Soviet movie industry visitors, who said that "the official number of patrons reached a peak of two billion per year in the Soviet Union."

This report was published on the occasion of a visit to Italian studios by a Soviet delegation with the purpose of negotiating for an increase in film traffic between the two countries.

Balabans Buy TV Station

CHICAGO, Sept. 26 — Harry and Elmer Balaban have purchased radio station WRIT in Milwaukee. Purchase is subject to FCC approval which is expected within 30 to 60 days. In addition to heading the H & E Balaban Theatre organization, they also own TV stations WTVO in Rockford, Illinois and WICS in Springfield.

France-Soviet Deal Is Signed

By HENRY KAHN

PARIS, Sept. 25 (By Air Mail).—Russia and France will expand the exchange of their films through an agreement signed at the Quai d'Orsay by M. Louis Joxe for France and the Russian Ambassador, M. Vladimir Sourine.

The agreement includes the following important points:

Both countries will issue licenses liberally for the import of each other's films for exhibition.

France will not limit the importation of Russian films into any part of the French Union. The National Film Centre will issue dubbing visas (within existing laws) to distributors. Until now Russian films have only been shown in the original version.

Mutual 'Encouragement'

France will encourage the showing of Russian films. The Russians will encourage the showing of dubbed French films throughout the Soviet Union.

Limitation on the number of Russian films which may be shown in the original version in France will be lifted. Russia will lift all restrictions on the number of French films shown in the original version in Russia.

A working agreement for the exchange of films will be drawn up and signed between the French and Russian film industries. Should no agreement be reached, however, within a period of five months, a mixed committee, set up under article 12, will take what it considers to be the necessary action.

No Revisions

Films are to be chosen freely by both sides and no cutting, adding or alteration of any kind, will be permitted without producers' permission.

The present agreement will also cover documentaries. The agreement will last for one year.

More Russian films will, therefore, be shown in France. Until now only one cinema specialized in Russian films. Further, at one time, restrictions were placed on Russian films in answer to the few French films taken by Russia.

There is little doubt that the Franco-Russian agreement will affect the exhibition of films of other countries in France.

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PEOPLE

Harry Hochfeld, advertising artist with 20th Century-Fox and past president of the Screen Publicists Guild, was presented by the Guild with a motion picture camera and projector at the organization's most recent business meeting in recognition of his service.

□

Otis W. Murray, executive vice-president of Pathe Laboratories, Inc., Los Angeles, has been elected a director of the company.

□

Joe Wolhandler, vice-president in charge of the New York office of the Rogers and Cowan public relations firm, has been signed by producer-director Elia Kazan to make his acting debut—as himself—in scenes filmed at LaGuardia Airport for Kazan's "A Face in the Crowd."

□

Joseph S. Dubin, Universal-International chief studio counsel, has been named chairman of the Committee on Related Rights, a sub-committee of the Section on Patents, Trademarks and Copyrights of the American Bar Association.

□

Ted Brown, New York disc jockey (WMGM), has been signed by Columbia Pictures to narrate the commentary for its World of Sports series. Brown replaces Bill Stern, who has been forced to step down for reasons of health, after having done World of Sports for 18 years.

□

Henri Horton, the head of the RKO Radio tax department, voluntarily retired recently after 29 years with the company. Horton organized the tax department when the RKO production and theatre companies were one. He also is a member of the Tax Executives Institute.

□

R. L. Westlake has been named manager of the central division of the carbon products sales department of National Carbon Co., a division of Union Carbide and Carbon Corp. He will make his headquarters at National Carbon's Chicago offices.

Goldwyn Trust Suit Vs. FWC Off to January 2

SAN FRANCISCO, Sept. 26.—Trial of the \$7,500,000 anti-trust suit brought by Samuel Goldwyn Prod. against Fox West Coast Theatres, which had been scheduled to start before Federal Judge Murphy in U. S. District Court here on Monday, has been postponed to Jan. 2, 1957.

James A. Mulvey, president of Goldwyn Prod., who was here to be on hand for the opening of the trial, has returned to New York.

Canadian Film Board Opens New Studio, Plant

TORONTO, Sept. 26.—Ceremonies were held this week for the opening of the new \$5,000,000 studio and plant of the National Film Board, Montreal, with two cabinet ministers sharing ribbon-cutting honors. Host Dr. A. W. Trueman, government film commissioner, invited Hon. Robert H. Winters, minister of public works, under whose department the new plant was built, and Hon. John W. Pickersgill, minister of citizenship and immigration, in whose jurisdiction the NFB is, to take part in the ceremony.

Headquarters for the board will continue in Ottawa, with the major part of the board's operation centering at the new facilities.

Kaiser Building Studios In Hawaiian Islands

Henry J. Kaiser, noted industrialist, has developed plans for the construction of two completely modern sound stages to provide facilities for interior shooting in the Hawaiian Islands. The studios, complete with production facilities, experienced technical personnel and the latest technical equipment, are expected to be ready for operation by the end of the present year.

'Grand' Premiere Set

The first American showing of René Clair's new film, "The Grand Maneuver," will be on Monday at the Sutton Theatre here.

Circuit Receives Conscience Salve

ASBURY PARK, N. J., Sept. 26.—The management of the Walter Reade Theatres in Asbury Park, N. J. did a double-take when they received a \$10 check in the mail recently with this accompanying note:

"When I was twelve years of age I lied to get into the movies by saying I was eleven. I don't know how many times I did this, but this check should cover it. My conscience has bothered me and I am attempting to make restitution."

The money will be donated to a local children's charity.

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Import Policy

(Continued from page 1)

safeguard the freedom of international commerce.

Many new nations are opening new markets, Johnston said. Eager for development, they face a "critical" decision as to whether they should use their resources for trade with the Western areas or the Soviet sphere. It should be the policy of the U. S. to aid expansion in our direction, he said.

In line with this proposal, Johnston urged that foreign films shown in the U.S. be exempted from the withholding tax against foreign corporations doing business in this country.

After reading his statement, Johnston was asked by a committee member if restrictive trade policies interfered with "the exchange of ideas" and "communication" between countries.

Cites Retaliatory Measures

Johnston said the industry found that countries whose motion pictures were not exempt from the 30% withholding tax when shown here "use this as an excuse" to impose "highly restrictive legislation" on the American motion picture industry. This legislation, he explained, took the form of taxes as well as import restrictions on American films.

Johnston declared he felt it would be "preferable" if these restrictions were removed "in all the areas of the world." He said that "we always strive to remove them and in some instances are successful." In other countries, he added, the industry is not successful.

Color TV for 'Giant'

BURBANK, Calif., Sept. 26.—The first color television trailer is being prepared at Warner Bros. for George Stevens' production "Giant." The Warner Color trailer will be ready for telecasting by the time of the New York and Hollywood premieres of the film, which stars Elizabeth Taylor, Rock Hudson and James Dean. The New York premiere takes place at the Roxy October 10. The Hollywood premiere follows October 17 at Grauman's Chinese Theatre.

20th-Fox Plans Shorts

A total of 36 Movietone and Terrytoon short subjects will be released in 1957 by 20th Century-Fox Pictures, it was announced by Alex Harrison, general sales manager for the company. Of the total, 24 will be in CinemaScope and 12 in standard dimension, Harrison said. He also announced that three new cartoon characters will be introduced in the Terrytoon series: John Doornat, Gaston le Crayon and Clint Clobber.

Colosseum Meet Nov. 11

The Colosseum of Motion Picture Salesmen will hold its annual convention at Dallas, Texas, on November 11-12.



M. P. DAILY picture

Alfred E. Daff, executive vice-president of Universal Pictures, with Philip Gerard, Eastern director of publicity.

Daff Sees U. S. Hurt Abroad

(Continued from page 1)

domestic exhibition, have been telling foreign exhibition groups and other film industry associations abroad not to depend on the American distributor. These statements are ridiculous and unrealistic. It is disgusting and disgraceful when they say you can not depend and trust an American producer.

"The foreign theatremen have more reliance on and confidence in the U. S. distributors than in the U. S. exhibitors. If they are not going to depend on us for product, then who else can they rely on? The U. S. exhibitor? Will he supply them with films?"

Daff, incensed at these "certain U. S. theatremen," declared that representatives of the American Government have told him that U. S. motion pictures are among the best propaganda which shows our way of life

to the peoples of the free world. "By going around the world, these babes-in-the-woods are sabotaging the U. S. interests," the Universal executive exclaimed.

Commenting on Universal business throughout the world, Daff said that "it is buoyant." He said that in certain areas, such as England, Denmark and Spain, "business has been off." Daff also said that in the Far East, theatre construction is progressing at a rapid pace.

"One thing which is uniform throughout the world is the importance of the American motion picture," he said. "The industry abroad has a good future as economics in many countries are steadily improving," Daff said.

Daff will leave here over the weekend for Hollywood.

Nat. Theatres C. V. Whitney

(Continued from page 1)

Phoenix, Arizona. Over 100 of the circuit's division presidents, film buyers, bookers, district managers, legal, real estate, advertising-publicity, public relations, insurance, merchandising, treasurers and purchasing-maintenance department heads will attend from the 21 states served by National Theatres.

NT executives from Los Angeles will include Elmer C. Rhoden, president; Frank H. Ricketson, Jr., general manager; John B. Bertero, vice-president and chief legal counsel; Edwin F. Zabel, Western division manager; Alan May, treasurer, and Bert Pirosh, head film buyer.

Among the various topics to be discussed by the delegates at the conclave will be attendance, stage shows, manpower development, admission prices, expansion, public relations, taxes, parking, unusual policies, credit system, Audience Awards, giveaways, money promotions, Cinemiracle, exploitation and new approaches in advertising and publicity. Welcoming addresses will be given by Governor E. W. McFarland of Arizona and Mayor Jack Williams of Phoenix.

(Continued from page 1)

while another film is the "Way of Wilderness."

Whitney said "Chang" and "Grass," originally filmed in black-and-white, are being converted to color by special Technicolor process which that company has agreed not to make available to industry at large until after the completion of the six Whitney productions. Whitney said that the color quality obtained by this process is equal to any now being obtained by direct color photography.

Whitney flies to New York tomorrow enroute to Europe, returning to Hollywood in November.

NYFDOC Meet Set

A final vote on affiliation with a national organization will be taken at a meeting of the New York Film Directors Organizing Committee, Saturday at the Society of Illustrators, here. The more-than-100 members of NYFDOC will decide whether to join forces with the Screen Directors' Guild of America, the Radio & Television Directors Guild, or the IATSE.

TV Film Code

(Continued from page 1)

nies of the Alliance Television Film Producers in Hollywood.

If the agreement wins final acceptance, the way will be open for clearance "at the source" of about 75 per cent of the movies seen on the television screen, according to G. Richard Shafto, chairman of the NARTB Television Code Review Board. Shafto supervises enforcement of the tv code. It is followed by 291 stations of the country's 450 tv stations. The code covers such matters as the moral tone of the program, the amount and good taste of advertising and the scope of telecasts on religion and politics.

Action Expected Next Week

Today's agreement will be acted on—with possible revision—next week by the NARTB Code Review Board in Washington. In about two weeks it will be put before the member companies of the Alliance in Hollywood. As spokesmen for both organizations today agreed "complete understanding" had been reached in the deliberation. Deane F. Johnson, general counsel and executive secretary of the Alliance, emphasized that there have been no complaints about films issued by the 18 firms in the Alliance.

Shafto further stated he welcomed the tv film makers' initiative in seeking to ally themselves with the code and hoped the agreement would encourage other producers to do likewise. Under the terms of the proposed agreement the Hollywood firms involved cannot, like tv stations, be regular members of the code but would hold affiliate memberships.

To Make 'Danger'

HOLLYWOOD, Sept. 26. — Hall Barlett has purchased Arthur Haley's "Flight into Danger," suspense drama presented live on NBC-TV's Alcoa Hour Sept. 16. Haley, a Toronto businessman who had never written for television before, also was signed by Barlett to write the screenplay.

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MMPTA Elects

(Continued from page 1)

Leo Brecher as chairman of the board of directors of MMPTA.

The new slate of officers for MMPTA for 1956-1958 also includes the following: Leslie R. Schwartz, first vice-president; Robert K. Shapiro, second vice-president; Russell V. Downing, treasurer, and Philip F. Harling, assistant treasurer.

The MMPTA executive committee is composed of Eugene Picker, chairman; Herman Becker, Samuel Rinsler, Samuel Rosen, Leslie R. Schwartz and Sol A. Schwartz.

24 Named to Board

The following were elected members of the board of directors for the next two years: Herman Becker, Leo Brecher, Walter Brecher, Downing, Frisch, Harry Goldberg, James F. Gould, Harling, Bernard Helfand, Murray Lenekoff, Harry Mandel, William L. Miller, Martin Newman, Picker, Rinsler, Arthur Rosen, Samuel Rosen, Robert C. Rothafel, Donald S. Rugoff, Leslie R. Schwartz, Sol A. Schwartz, Shapiro, M. O. Strausberg and Solomon M. Strausberg.

D. John Phillips remains as executive director.

FCC Member Warns TV on Ownership

Special to THE DAILY

SAN FRANCISCO, Sept. 26.—The television industry has received a terse warning to keep its ownership in the hands of the many and not the few.

Addressing a meeting of the western division of the National Association of Radio and Television Broadcasters, Rosel H. Hyde, member and former chairman of the Federal Communications Commission, said the industry must make every attempt "to prevent any one concentration of interests from obtaining a disproportionate position" if it is to avoid making "a shambles of our present system" and to stay clear of "undue Government interference."

Points to Current Probe

While mentioning no specific networks or television chains in his address before 200 station managers and owners, Commissioner Hyde declared, however, that the FCC currently is reviewing the tv network structure to determine whether it is "reasonably competitive." He added the FCC is "concerned" with the industry's multiple ownership policies which "must square with licensing policies which stress the individual, local broadcaster."

NARTB president Harold E. Fellows said that several proposals had been submitted to the FCC recently by industry members urging the relaxation of the provision limiting chain ownership to five high frequency and two ultra high frequency stations. Fellows estimated that half of the existing video outlets had at least partial local backing.

REVIEWS:

The Silent World

Columbia

A TRUE ADVENTURE underwater film, "The Silent World," is wondrous exploration of the strange life and scenery that lies beneath the world's oceans. The work of Captain Jacques Yves Cousteau and Louis Malle, the film reportedly did well at European box offices and has won the 1956 Cannes Festival top award, the Golden Palm. Featured are the exploits of "aquamen," divers who, thanks to the aqualung invented 14 years ago by Captain Cousteau, have been able to dispense with hampering devices and to become space men of the seas, wandering whither they will, sometimes to the phenomenal depth of 247 feet.

The oceanographic expeditions on which the film was shot were conducted on the motor vessel Calypso, a former Royal Navy minesweeper, and the journeys, out of Toulon, France, ranged the Mediterranean and Red Seas, the Persian Gulf and the Indian Ocean. Among the engrossing incidents these stand out:

The encounter with a herd of sperm whales, which are caught by underwater cameramen in unique action shots; the eerie excitement in exploring a British freighter sunk in 1941 in the Gulf of Suez; intriguing run-ins of the aquamen with various forms of under-sea life, including encounters with groupers who prove themselves as tame and playful as domestic pets. There are suspenseful moments during the fierce tropical sea storms, scenes in which the life of the men on board is depicted, including precautionary sessions some divers are forced to take in iron lungs. All of these features are absorbing entertainment and will delight customers in any classification of exhibitor house.

Much credit for the successful results here are due Edmond Sechan, director of photography, and the Messrs. Melle, Cousteau, Albert Falco and Frederic Dumas for the fine shots beneath the ocean. The color is especially fine, and the rich greens and yellows and reds of the amazing water world are caught richly and well by the camera lens. Running time, 86 minutes. General classification. September release.

LAWRENCE J. QUIRK

Spin a Dark Web

Columbia

THE BRITISH are at it again with their usual confection of gangster melodramatics spiced up with some occasional romantic dalliances, and things aren't so slow as usual thanks to the fast-paced direction of Vernon Sewell, who keeps his fellow-Britishers, and his plot, stepping lively most of the time. Also on hand to liven things up are sultry, limpid-eyed Faith Domergue and a sullen young man named Lee Patterson, who sends Miss Domergue's emotional barometer up sky-high. As she is supposed to be of Sicilian blood in this film, and as she is also the sister of the crooked gambling czar for whom Patterson works, things get predictably Lady Macbethish. Also present is a "nice" girl, Rona Anderson, who moons around in the background hoping for crumbs of attention from Patterson, but the crumb doesn't decide he loves her until the very end. By that time he has gotten shot up by the police and has barely escaped a jail sentence, so the wonder is that she still wants him.

What there is of the plot, adapted by Ian Stuart Black from a novel by Robert Westerby, has to do with the adventures of Patterson, a Canadian ex-service engineer, when he joins up with a crooked dog track syndicate headed by Martin Benson and his sister, Miss Domergue. This amiable troupe's specialty is intercepting calls on the bookmakers' private lines from London to the race course so that the crooks can fob off phony odds on the course bookies.

Patterson alternates between tapping wires and manipulating Miss Domergue around a divan. He also lends an occasional ear to Miss Anderson, who tells him he ought to be a nice boy and get away from it all. It takes a couple of murders, a police chase, and several near-fatal bullets administered by the lethal Miss Domergue in a fit of jealousy, before Patterson sees the light. On hand looking sinister are such as Robert Arden, Joss Ambler, Peter Burton and other "types." George Maynard produced.

Running time, 76 minutes. General classification. Release date, October.

L. Q.

Kirsch Named

(Continued from page 1)

Cincinnati due to overwork, took over the chairmanship of the EDC from Ben Berger who had asked to be relieved. The announcement, issued by Abram F. Myers, National Allied board chairman and general counsel, stated that Shor expressed the view that there should be a committee meeting within the near future.

The National Allied president designated Kirsch, it was said, to lighten his burden and prevent any interruption of the work of the committee.

MPAA Directors

(Continued from page 1)

licity directors committee report along with another recommendation concerning the business management survey.

Among other topics which the directors may consider is whether the industry would sponsor the telecasting of the Academy of Motion Picture Arts and Sciences Oscars.

Academy to Try Again For Industry Museum

HOLLYWOOD, Sept. 26. — The Academy of Motion Picture Arts and Sciences has announced it will undertake to establish in Hollywood "museum covering highlights of the movie industry history" and has appointed a committee to "work out details of the new project."

The Academy undertaking came 18 months after the collapse of the biggest project in the same field ever undertaken.

This project was called the Motion Picture Exposition and had collected more than \$500,000 in bona fide subscriptions from industry organization before announcing the abandonment "due to rising costs," and returned the subscriptions.

As nearly all guilds, unions, producers organizations and individual studios had taken hopeful part in the Motion Picture Exposition project, the current announcement by the Academy was received quietly.

Stanley Warner to Buy Providence Majestic

WASHINGTON, Sept. 26.—Stanley Warner Corp. has taken an option for the purchase of the Majestic theatre in Providence, R. I., the Justice Department announced today.

The purchase must be approved by the New York Statutory Court, however, and the company is expected to petition for court approval shortly. A hearing on the proposal will probably be held in a few weeks, a Justice Department spokesman said.

The Majestic is a first-run, 2149-seat theatre in downtown Providence currently owned by the Comerford circuit. So far as Justice knows, the spokesman said, Stanley Warner proposes to use it for showing conventional motion pictures.

All
the News
That
Is News

QP

MOTION PICTURE DAILY

Concise
and
to the
Point

QP

VOL. 80, NO. 63

NEW YORK, U. S. A. FRIDAY, SEPTEMBER 28, 1956

TEN CENTS

Lewis Says:

UA Exploring New Means of TV Promotion

**Will Stress Video Plugs
To Sell Upcoming Films**

United Artists will stress exploitation by television in promoting its product for the next 12 months and will hold a series of home office planning sessions to blueprint more effective ways of employing the tv medium, it was disclosed to **MOTION PICTURE DAILY** yesterday by Roger H. Lewis, national director of the organization's advertising, publicity and exploitation.

The meetings, to be led by Lewis, will involve participation by Alfred

U-I Will Honor Aboaf In Five-Week Sales Drive

Universal-International will conduct Aboaf Month, a five-week sales drive in which 40 of its overseas branches will participate as a salute to foreign general manager Americo Aboaf, in October. This is timed to coincide with the conclusion of the company's fiscal year.

Highlight of the drive, which will

U.A. to Open Midwest Convention on Monday

Special to THE DAILY

OMAHA, Sept. 27—United Artists will open a Midwest district convention here Monday under the leadership of general sales manager James R. Velde and Western division manager Al Fitter. The two-day series of meetings in the Paxton

Mills Urges 'Voting' Aid

All facets of the motion picture industry were yesterday urged by Taylor Mills, director of information for the Motion Picture Association of America, to join in the "Register and Vote" campaign to be launched in theatres early next month.

Mills, writing in a letter to all exhibitor groups and the Council of Motion Picture Organizations, said that industry cooperation, under producers and distributors in the campaign, is a three pronged effort.

"Each issue of the four newsreel producers, beginning Sept. 24, will carry a special non-partisan message on the significance of registering and



Taylor Mills

NTA Has 110 Stations; Negotiating for More

The NTA Film Network will start operating with 110 station affiliates in mid-October and is negotiating to add more stations to increase "prime time" outlets, Raymond Nelson, vice-president and managing director of National Telefilm Associates, Inc., the network's parent company, told film producers and advertisers at a luncheon yesterday at the Hotel Delmonico here.

The new network will cover 82 per cent of the tv homes in the country,

(Continued on page 2)

Coordinated VC Activity Sought as Board Meets

Special to THE DAILY

DENVER, Sept. 27 — A closer relationship between Variety Clubs International and the local clubs, especially in the field of fund-raising activity was suggested today as 19 officers and International representatives met here with John Rowley, chief barker, presiding. Regarding the fund drives, it was proposed that a

(Continued on page 2)

EDITORIAL

Trade Reviews

By Martin Quigley

A CURIOUS PRACTICE has been developing of late with various distributors on screening pictures for trade paper review.

In certain instances it has appeared that screening dates have been set so close to general release as to insure that trade paper reports do not reach theatremen in advance of release, or at least not in due time before release.

In some such cases it appears from circumstances surrounding particular pictures that screening arrangements have been by intent and not by accident or by conditions due to the unavailability of prints. Rather, it seems, the late screenings have been due to a decision made that it would be just as well, or perhaps better, if exhibitors did not read trade paper reports before release.

It is to be recognized that a production is a piece of private property belonging to a company, a partnership or an individual and the owner has every legal right to show the picture when he chooses and to whom—or not to offer it for review at all.

But that is not the whole story. The producer and distributor owe an obligation to customers. They also owe an obligation of cooperation in the legitimate functions of the press. Reviewing pictures in time for reports to be read in advance of release is certainly a proper and well-sanctioned function of the industry press.

Failure to meet these obligations is not likely to serve any good purpose but rather to be a tell-tale disclosing intent and purposes that are not calculated to be of any help to the picture in question.

'Unofficial'

Propose TOA Be 'Liaison' For Product

**Would Deal Direct with
Independent Producers**

By LESTER DINOFF

A Theatre Owners of America committee is studying a plan under which TOA would act "as a clearance house and liaison" between independent producers and TOA's members, it was learned here yesterday. The exhibitor group, which was said to have an "unofficial status," was formed at the recent TOA convention here.

The "clearance house" plan, as it was explained yesterday by a TOA member, in town for the World Series, is similar to the Maklim plan which Allied States Association tried to promote. This plan, he said, was discussed at the TOA convention, but "side-stepped as most members felt that it

(Continued on page 4)

AA Slates Meetings on 'Friendly Persuasion'

From THE DAILY Bureau

CHICAGO, Sept. 27—Allied Artists division and branch managers will meet on Oct. 6 and 7 at the Drake Hotel here to discuss sales and merchandising plans for forthcoming product, it was announced today by Morey R. Goldstein, vice-president and general sales manager. He will preside at the discussions, and the New York delegation will include, in

(Continued on page 4)

Goldwyn vs. FWC Trial Is Now Set for Jan. 7

Special to THE DAILY

SAN FRANCISCO, Sept. 27—Trial of the Samuel Goldwyn Productions anti-trust suit against Fox West Coast Theatres, originally filed more than six years ago and scheduled to start here Oct. 1 in U.S. District Court before Judge Edward P. Murphy, has again been postponed, this time until next Jan. 7th. On Judge Murphy's

(Continued on page 4)

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, left New York yesterday for the Coast.

SAM BEKERIS, United Artists supervisor in Latin America, left New York by plane yesterday for Rio de Janeiro.

SALLY ANN HOWES, British actress, will arrive in New York from London today via B.O.A.C.

MORTON SCHWAM, of the 20th Century-Fox exploitation department, will be married on Sunday to SHEILA SHEDSKY of Yonkers, at Temple Israel, White Plains.

HENRY GINSBERG and GEORGE STEVENS, producer-director, will leave Hollywood by plane at the weekend for New York.

CEDRIC FRANCIS, in charge of shorts production for Warner Brothers, is the father of a daughter born to MRS. FRANCIS at Santa Monica (Cal.) Hospital.

LEWIS GILBERT, English actor, will arrive in New York from London today via B.O.A.C.

'Oklahoma!' to Tower, K.C.; Esquire to Open

KANSAS CITY, Sept. 27. — The Tower theatre, operated by Fox Midwest theatres, will become, on Oct. 14, the Kansas City showplace for pictures filmed in the Todd-AO process. On that day, the theatre will begin an engagement of "Oklahoma!", with the schedule calling for two performances a day Monday through Friday and an extra matinee on Saturdays and Sundays.

With the temporary shuttering of the Tower, the Fox circuit on Wednesday will reopen the Esquire Theatre, which has been closed about a year and a half.

Jury's Verdict Will Stand In West Virginia Suit

The motion to set aside the jury's verdict in the case of Columbia Pictures Corp. et al vs. Rogers and Shore has been denied by the U.S. District Court of Southern West Virginia.

A jury two months ago acquitted Lloyd E. Rogers and Mannie Shore, West Virginia theatre owners, of charges of "fraud" brought against them by the major motion picture companies. The plaintiffs had moved for a new trial.

N. O. Theatremen Praised For Aid to Storm Victims

By JACK AUSLET

NEW ORLEANS, Sept. 27. — Theatre owners and managers were among those winning favorable notice here for their aid to townspeople driven from their homes by Hurricane Flossie early this week.

The hurricane struck this area and southeastern and southwestern Louisiana Sunday, lashing them with gusts and gales which at times reached a high of 75 miles per hour.

Among the theatre owners mentioned on the radio for their helpful services was Richard Guidry, owner of the Star theatre in Galliano and co-owner of the Jet drive-in, Cut Off, La.

In turn, six other members of the industry were high in praise of the U. S. Navy and Coast Guard, which rescued them when they were caught by the storm while on a fishing excursion. The six included Mr. and Mrs. Ed Ortte, Clermont Harbor, Miss., operators of theatres in Gulfport, Mississippi City; Bay St. Louis in Mississippi; Gerald Kennedy, 20th Century-Fox office manager, and his wife, Waveland, Miss., and Milton Aufdemorte, Paramount's office manager, and his wife, who reside here.

Helicopter to Rescue

After hearing radio messages of the approaching hurricane, they sent out an S. O. S. that their engine had conked out. In less than two hours a helicopter appeared and picked up the wives, but it wasn't until Monday before it could return to pick up the rest of the group, because Flossie had meanwhile gone into full action.

Needless to say, theatre business in the area has been way off, the mayor having warned people to remain in their homes. The Airline drive-in and the Kenner drive-in will be closed temporarily due to the storm damage.

NTA Has 110

(Continued from page 1)

Nelson said. The time periods available at the outset will be one-and-one-half hours per week. The time will be concentrated at most of the affiliated stations on weekends around the 9:00 and 10:00 P.M. slots, he said.

Plans are under consideration for production by the network of a children's spectacular early next year, probably to appear Saturday mornings. Plans are also being formulated for ten half-hour programs per week in the 1957-58 season.

V. C. Activities

(Continued from page 1)

"manual of action" be prepared and issued to the local groups to the end that activities in this direction may be better integrated.

The board meeting, which started today, will run through tomorrow.

Goldwyn Views Hailed In "N.Y. News" Editorial

Samuel Goldwyn's views on film production expressed at a press conference this week were given editorial recognition by the "New York Daily News" yesterday. The paper said "Goldwyn's views are always worth studying" and called his statement that Hollywood should make good and fewer pictures "sound advice."

The editorial then said: "We'd like to add one thought of our own; namely: How about the movie people laying off shows that run three hours or worse, with hardly a break, and oftener than not bore most of the customers stiff?"

Mills Urges

(Continued from page 1)

voting. These messages are given by four different individuals. The Oct. 15th issue of the four newsreels will be "The Eisenhower Story" and three days later, on Oct. 18, the newsreels will carry "The Stevenson Story." These two issues prepared in cooperation with the national committees of the two parties will help better inform the electorate concerning the two presidential candidates.

Prepared by NSS

"Beginning the week of Oct. 1, all feature pictures will carry special 'Register and Vote' trailers. These trailers were prepared by National Screen Service and can be shown with either standard or wide screen lenses. It is urgently requested that you advise all members that during the month of October and through Nov. 6, all feature pictures will carry these special election trailers and should be allowed to play out on the screens and should not be cut off by the theatres," Mills declared.

DeMille Due Here

Cecil B. DeMille arrives in New York tomorrow for two weeks of press and business conferences in connection with his film, "The Ten Commandments." After that he will make a cross-country trip on behalf of his 70th production.

NEWS ROUNDUP

Station Brochure Plugs Film

Station WPAT, Paterson, N. J., is for the first time devoting its monthly program guild to a film—20th Century-Fox's "The Best Things in Life Are Free." The station's October publication contains highlight photographs from the attraction, the New York engagement of which begins here today at the Victoria Theatre.

Holden Welcomed in Buffalo

William Holden received a royal welcome last night in Buffalo, N. Y., where Warner Brothers' "Toward the Unknown" opened at the Paramount Theatre. A street parade and searchlights in front of the theatre preceded the stage presentation, during which Holden made a personal appearance and a short address.

Customs-Aid for Films in UK

A special air-conditioned room fitted with the latest type of equipment for the Customs clearance of films is the latest addition to BOAC's extensive cargo handling facilities at London Airport (England). When the cans of film arrive at the airport, they are taken immediately to the film room. In dust-free, air-conditioned atmosphere, the delicate films are then examined.

Madison Tour for 'Reprisal'

Guy Madison will open a seven city tour Monday in Oklahoma City on behalf of his Columbia starrer, "Reprisal!" The trip will carry the star through the central states.

Paramount Adds 2 NFS

The National Film Service, Inc.'s depots in New Haven and San Francisco will do backroom work for Paramount Pictures, James P. Clark, president of NFS, said yesterday. Five other NFS depots in Albany, Atlanta, Butte, Oklahoma City, and Omaha also do backroom work for Paramount.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"TEA AND SYMPATHY"
starring
DEBORAH KERR • JOHN KERR
In CinemaScope and Metrocolor
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOLLYWOOD 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burroughs, Manager; Peter Burnup, Editor; William Pay, News Editor; Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone Circle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign; single copies, 10c.

PEOPLE

Daniel J. Ruffo, formerly with Broadcast Time Sales in Chicago, Detroit and St. Louis, has joined the Chicago sales of Filmack Studios.

□

Ted Rosenblatt, owner of the Community Theatre, Centerdale, R. I., was the subject of a feature article in "The Observer," of Greenville, R. I., for his 15-year project devoted to the children of state-owned orphanages. He and his manager, Bill Schnopper, have been playing host to the older boys on Wednesday evenings, the older girls on Thursday evenings and the smaller ones on Friday matinees.

□

O. B. Hanson, vice-president of Radio Corp. of America in charge of engineering services, has been presented the John H. Potts Memorial Award of 1956 by the Audio Engineering Society. Hanson formerly was vice-president and chief engineer of NBC.

□

J. W. Seales has been named manager of the mideastern division of the carbon products sales department of National Carbon Co., a division of Union Carbide and Carbon Corp. He will make his headquarters at National Carbon's Pittsburgh offices.

□

Ralph W. Budd, director of personnel for Warner Brothers, continued his lectures on "What Is A Motion Picture" by addressing two groups in Elmira yesterday. In the morning, he addressed the Kiwanis Club and in the afternoon appeared before a group from the local high school.

COMPO Filing Brief

The Council of Motion Picture Organizations will send a representative or file a brief concerning its tax reduction campaign when the Forand Committee convenes to hold hearings on excise taxes, according to Robert W. Coyne, member of the COMPO triumvirate. Coyne said yesterday the Forand Committee is tentatively scheduled to meet in Washington Nov. 26.

Does Product Shortage Hold TV Opportunity?

Reports circulating on Madison Avenue are that various television interests, made aware by recent TOA convention publicity of theatre owners' complaints of a critical shortage of product, have begun investigation of the possibilities of sales of their pre-1948 kinescopes to theatres.

Confirmation of the reports was lacking at press time.

'Oscar' Telecast Available 'To Any Client': West

From THE DAILY Bureau

HOLLYWOOD, Sept. 27 — NBC again is free to offer Oldsmobile or any other client the next Academy Awards telecasts, having complied with the contractual requirement to offer it first to the MPAA, according to network executive John K. West. Academy officials have been notified that NBC has made the required offer to major companies and had received a negative reply.

Request Court to Rule Film Flights Untaxable

From THE DAILY Bureau

WASHINGTON, Sept. 27 — The Supreme Court was asked today to decide whether airplane flights for the purpose of motion picture photography or for the selection of locations for filming pictures should be regarded as transportation and should be subject to the federal transportation tax.

In a petition filed with the court, Twentieth Century-Fox declared that the question was "of great importance to the motion picture industry" and asked the court to set aside the decision of the Ninth Circuit Court of Appeals, which declared such flights subject to the tax.

The company alleged that the federal government had "illegally assessed and collected" transportation taxes on flights furnished to it by Paul Mantz Air Services, which photographed scenes from the air and examined the ground for suitable location sites. These taxes were collected from 1946 to 1949, Fox said.

2 More '10' Bookings

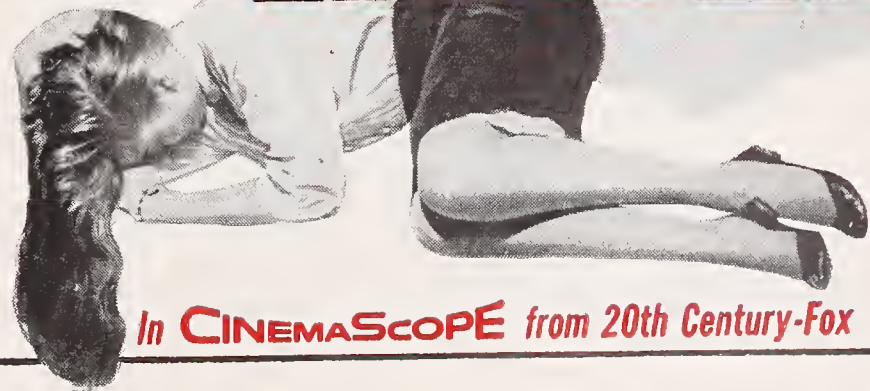
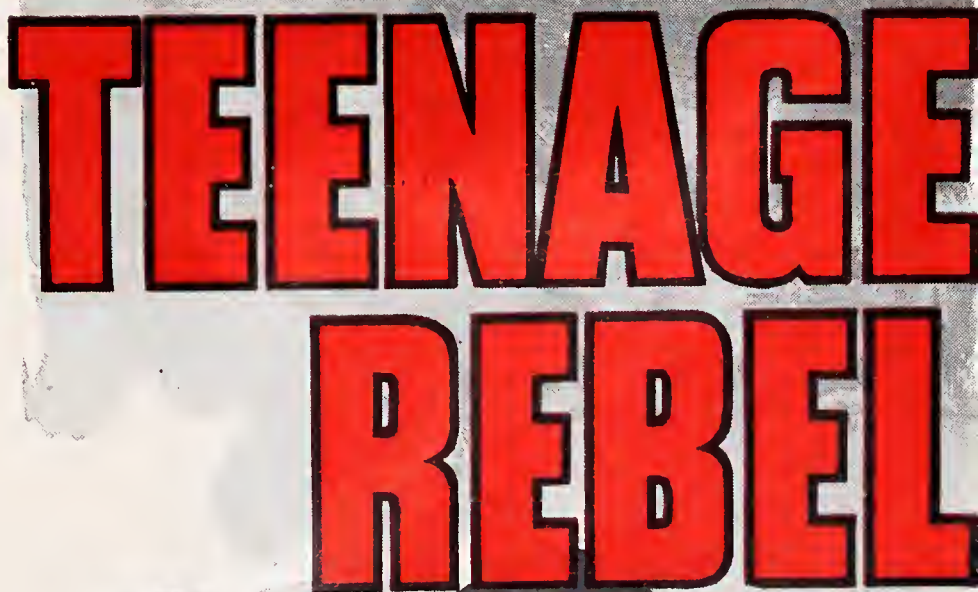
The booking of Cecil B. DeMille's "The Ten Commandments" by three theatres for late December openings brings to 14 the number of U.S. and Canadian theatres that will have film before the end of this year. Charles Boasberg, supervisor of "The Ten Commandments" worldwide sales, said there would be no additional openings until after Jan. 1, 1957. The three latest bookings were by the Beach Theatre, Miami Beach, and the Olympia, Miami, both for Dec. 19 openings, and the Century, Buffalo, for Dec. 21 opening.

End TV Hearings

The House Anti-trust Subcommittee yesterday concluded its current hearings here on possible tv network "monopolies" by questioning Robert W. Sarnoff, president of the National Broadcasting Co., about long-term talent contracts with such NBC stars as Jimmy Durante, Martha Raye, and Eddie Fisher to determine how restrictive network contracts are of a star's professional freedom. Rep. Emanuel Celler (D., N.Y.) adjourned the hearings without any comment on the ten-day testimonies.



the talk will be terrific about



In CINEMASCOPE from 20th Century-Fox

UA Promotion

(Continued from page 1)

H. Tamarin, assistant national director of advertising, publicity and exploitation; Mort Nathanson, publicity manager; Mori Krushen, exploitation manager, and Joseph Gould, advertising manager. The full staffs of the various departments will take part in the October sessions.

Field Discussions Planned

The subject of tv promotion will also be discussed in the field at meetings attended by UA exploitation men.

A release schedule of about 48 pictures for the coming 12 months was announced recently by vice-president Max E. Youngstein, who at that time characterized United Artists as "the number one merchandising company in the industry." The projected confabs to create new tv exploitation proceedings are in line with this policy of dynamic promotion, Lewis said.

The UA emphasis on video exploitation as a means of stimulating box office action runs counter to the policy of some other major distributors which have curtailed or abandoned certain phases of their television activity because of reportedly adverse response by the public.

Won't Downgrade Video

"Let's face the facts," Lewis said. "In tv we have a medium that reaches a huge mass audience. The problem is simply developing a technique that will best point up the entertainment values of the product we have to sell. By ignoring or downgrading television, we would be wasting a major weapon in the continuing battle for the entertainment audience."

Noting the success that UA has already enjoyed with its own application of video promotion, Lewis said that the company's practice of distributing special tv featurettes, planned before production and shot while the picture was in work, has met with wide acceptance by stations throughout the country.

"We have checked the audience response to features of this sort," Lewis added, "and, with few exceptions, the results have been very good."

Cites 'Trapeze' Featurettes

Illustrating UA's widespread use of specially tailored video material, Lewis cited broadcast over 150 stations of two featurettes for "Trapeze." A "Johnny Concho" exploitation film, presenting Frank Sinatra, has had 80 plays to date. The "Ambassador's Daughter" featurette was beamed over 62 local outlets, and also broadcast over the Dave Garroway "Today" network of 88 NBC stations.

For "Alexander the Great," Lewis said, specially shot footage reached an audience of better than 10,000,000 in just one half-hour showing over the CBS "Adventure" program. For Stanley Kramer's VistaVision production of "The Pride and the Passion," UA is inaugurating the use of individual openings for a single featurette, each designed for a specific personality and his or her program. A total of 30 of

REVIEW:

The Mountain

Paramount-Technicolor

HOLLYWOOD, SEPT. 27

IN SIMPLEST terms, "The Mountain" is a suspense story of extraordinary quality and scope. Chief contributor to the quality side of the story is the central presence in it of the great Spencer Tracy in a splendid characterization of a mountain-climber with a family problem no lesser actor could make seem plausible. And the scope of the entertainment is the measure of the French Alps, a setting so brilliantly brought to the screen by VistaVision and Technicolor as to dwarf, by contrast, the people in the foreground who are the principals in the personal story.

The suspense factor, the film's predominant feature, comes into sharp-play when Tracy, urged relentlessly by an avaricious younger brother performed less convincingly than was good for the picture by Robert Wagner, climbs the sheer face of a snow-clad peak on which a passenger plane has crashed. There is suspense of a different kind when Tracy, having found an injured survivor of the wreck, brings her down from the mountain on an improvised sled to safety. The climbing sequences are as successful, in their serious way, as were the unforgettable fright sequences in Harold Lloyd's "High and Dizzy," and as filmed here with modern advantages they should make the public as ticket-minded for this attraction as they were for that one.

The picture was produced and directed by Edward Dmytryk from a screenplay by Randal MacDougall based on a novel by Henri Troyet. It opens with the plane crash, moves on to some character-establishing sequences on the ground that show Tracy is a fine man, long retired from mountain-climbing, and his brother, Wagner, is a money-mad profligate. Because Tracy has raised Wagner from infancy, the latter is able to force Tracy to take him up the face of the mountain to the scene of the wreck, with intention of robbing the dead of their valuables. On the way down, the boy falls to his death, but Tracy tells a story of heroism to make him look better to the villagers in memory than he did in life.

As put together, the story is strong in its middle sections, where the suspense of the climb is in full play, and it verges closely on the incredible at both ends. Suspense fans may not mind this however. Running time, 105 minutes. General classification. For November release.

WILLIAM R. WEAVER

these special openings, featuring personal greetings from co-star Sophia Loren, have already been prepared.

"In the planning sessions that we will hold in October," Lewis said, "we are approaching television as a medium that must be serviced with the same thoroughness and variety of material as newspapers or magazines. It is our goal to create and sustain a flow of exploitation films pinpointed for every type of show—from the big variety shows to things like news programs, discussion programs, book forums and even cooking shows."

Lewis pointed out that UA is not neglecting its use of personal appearances, which he said have done an excellent job of pre-selling. As an example, he noted the 26 "live" tv appearances that Otto Preminger has already made in connection with the international auditions to find a young newcomer for the title role of "Saint Joan."

Blankfort to Columbia

HOLLYWOOD, Sept. 27—Columbia Pictures today signed Michael Blankfort to a term contract as producer-writer, with the provision also for his directing one picture the first year. No story has been chosen. Blankfort worked last previously for M-G-M.

TOA 'Liaison'

(Continued from page 1)

was something for the future for TOA and not a need of the present."

In outlining the plan, the TOA exhibitor said, "most of the guys are in favor of supporting the independent producer who could turn out exploitable pictures at a low cost. We realize that these small films in many cases enable the producer to receive a little revenue which is stretched over a long period when the picture is put into the normal distribution pattern."

"Our proposal is to have TOA act as a liaison between the small independent producer and the exhibitor. The producer would advise TOA of his production plans and what films he currently has available to theatres. TOA would then tell its membership of these pictures and forward a play-date contract along with the film data. If the exhibitor wants the film, he would sign the contract guaranteeing the booking and forward to TOA a fee which would bind the pact."

Proposal in 'Sketchy' Stage

"If the producer is satisfied with the contract terms, then he would arrange with a film carrier to ship a print to the TOA exhibitors. If not, he would notify TOA, which would return the guarantee," the exhibitor stated. It was pointed out that the proposal, "while quite sketchy now," is expected to be worked out thoroughly by the next meeting of the board of directors of TOA, which usually takes place during the winter.

Declining to disclose the identity of the exhibitors on this "unofficial committee," the TOA member said the plan "may be one solution for getting us more product at lower film rentals." He said this proposal has the support of many small theatremen.

A. A. Slates Meeting

(Continued from page 1)

addition, Edward Morey, vice-president, and Martin S. Davis, Eastern advertising and publicity director. John C. Flinn, national advertising and publicity chief, will come from Hollywood for the meetings.

Highlight of the sessions will be discussions on William Wyler's "Friendly Persuasion." Flinn and Davis will outline national and local promotional plans for the film, which will be integrated. Goldstein will also disclose the winners in the company's recently concluded March of Progress Drive.

Goldwyn vs. FWC

(Continued from page 1)

own motion, council for both sides agreed to the continuance when Judge Murphy explained his services were needed in Alaska to help clear up a congested court calendar.

Goldwyn recently cut short a European tour to be on hand next week for the start of the long awaited trial. Arthur Dunne is chief council for the defense and Joseph L. Alioto is in charge of Goldwyn legal forces.

Honor Aboaf

(Continued from page 1)

run from Oct. 1 to Nov. 3, will be the global release of "Away All Boats" which is scheduled to open in key cities throughout the world on Columbus Day. Other films set for global release during the drive are: "The Unguarded Moment," "Pillars of the Sky," and "Walk the Proud Land."

U. A. Convention

(Continued from page 1)

Hotel, to set regional sales goals for the fall and winter, is the fifth of the company's 1956 district conventions. In the past month sessions have been held in New Orleans, Toronto, Detroit and Philadelphia.

The Omaha meeting will be attended by key personnel of the Chicago, St. Louis, Minneapolis, Milwaukee, Kansas City and Omaha exchanges headed by Midwest district manager F. J. Lee. Branch managers participating are Harry Goldman of Chicago, D. J. Edele of St. Louis, Herbert Buschmann of Minneapolis, Joe Imhof of Milwaukee, Ralph Amacher of Kansas City and David McLucas of Omaha.

SMASH OPENINGS IN FIRST ENGAGEMENTS!



Ernest Hemingway's
The KILLERS
starring

BURT LANCASTER
AVA GARDNER

**SET FOR EARLY OPENINGS AT
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| Majestic Theatre Houston | Grand Theatre Cincinnati |
| Malco Theatre Memphis | Grand Theatre Chicago |
| Kentucky Theatre Louisville | Colonial Theatre Dayton |
| Palace Theatre Columbus | Harber Theatre, Oklahoma City |
| RKO Circuit New York | |

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SEPTEMBER 17, 1956
NB050 PD-NEW YORK NY 17 438 PME-
JOE ROSEN
DLR UNIVERSAL FILM EXCHANGES-630 NINTH AVENUE
THE KILLERS AT THE PALACE NEW YORK GAVE US ONE OF THE BIGGEST OPENINGS OF THE YEAR AND THE WEEKEND WAS TERRIFIC. WE ARE EXTENDING THIS RUN UP TO THE TIME THE JUDY GARLAND SHOW OPENS AND IF IT WERE NOT FOR THIS BIG SHOW AT THE PALACE WE WOULD HOLD THE KILLERS LONGER. EVEN IN THIS RE-RELEASE IT IS OBVIOUS THAT THE COMBINATION OF BURT LANCASTER AND AVA GARDNER SPELLS A LOT OF MONEY AT THE BOXOFFICE. REGARDS.
BOB SHERMAN RKO THEATRES

with EDMOND O'BRIEN
ALBERT DEKKER · SAM LEVENE

Directed by
ROBERT SIODMAK

Screenplay by ANTHONY VEILLER
From the story by ERNEST HEMINGWAY
Produced by MARK HELLINGER

A UNIVERSAL-INTERNATIONAL RE-RELEASE

P.S. For the perfect combination
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*Another reason why
"Attack!"
is doing smash business*

Sept. 20, 1956
11-11:30 P.M.

"THIS IS NEW YORK"
Bill Leonard reporting
WCBS

" A T T A C K ! "

Show business in New York.

The new picture at the Mayfair, "Attack!", is probably not the best war movie ever made, though at this moment I don't know which others I'd place ahead of it.

Its excellence is so clear that it raises a few disturbing considerations.

This is, one--the picture the United States Army, which customarily cooperates with war movies, refused to have anything to do with, just turned its back on.

This is, two--the movie which revolves around the one central fact that the officer in charge of an infantry company during some of the bitterest World War Two fighting in Germany is a psychopathic coward who got his job through pull, who is kept up there by the same support, and who is directly responsible for the death of more than a dozen men.

This is a shocking and revolting idea for a movie.

It contributes greatly toward the effectiveness of "Attack!"--which is the vastly improved movie version of an indifferent Broadway play--"The Fragile Fox".

And--I'm afraid--it makes you wonder how true to life it is.

For all the chills "Attack!" may send up and down the spine of this country, it won't help the army's recruiting program a single bit.

True enough, there are redeeming characters--it's just the company commander and the cynical lieutenant colonel, who keeps him on the job for selfish reasons of his own, who are shown in a bad light.

There are enough officers who display the normal--or expected--bravery and decency to strike a balance.

But as is the case with headline news, you remember the worst--and if you see the picture you'll be a long time forgetting Eddie Albert's portrayal of the infantry captain who buckled under fire and let his men march on to destruction.

The specific plot situation deals with an attempt to retake a town shortly after the Germans have started their one last breakthrough, which didn't make it, but caused an awful mess while it lasted. The captain has already shown himself to be completely inept.

The two lieutenants under him are deeply worried that another battle crisis--if it comes--will mean more unnecessary sacrifice.

They ask the Colonel in charge of battalion to relieve the captain--itself a daring thing to try in battle conditions.

The Colonel refuses. He's dependent for his hoped-for political career after the war on the father of this craven captain.

The Germans make their strike.

A platoon under Jack Palance--one of the lieutenants--goes out to take a farmhouse, with the promise of quick covering support by the captain.

They don't get that support--the platoon is cut down, and the lieutenant goes gunning for the captain.

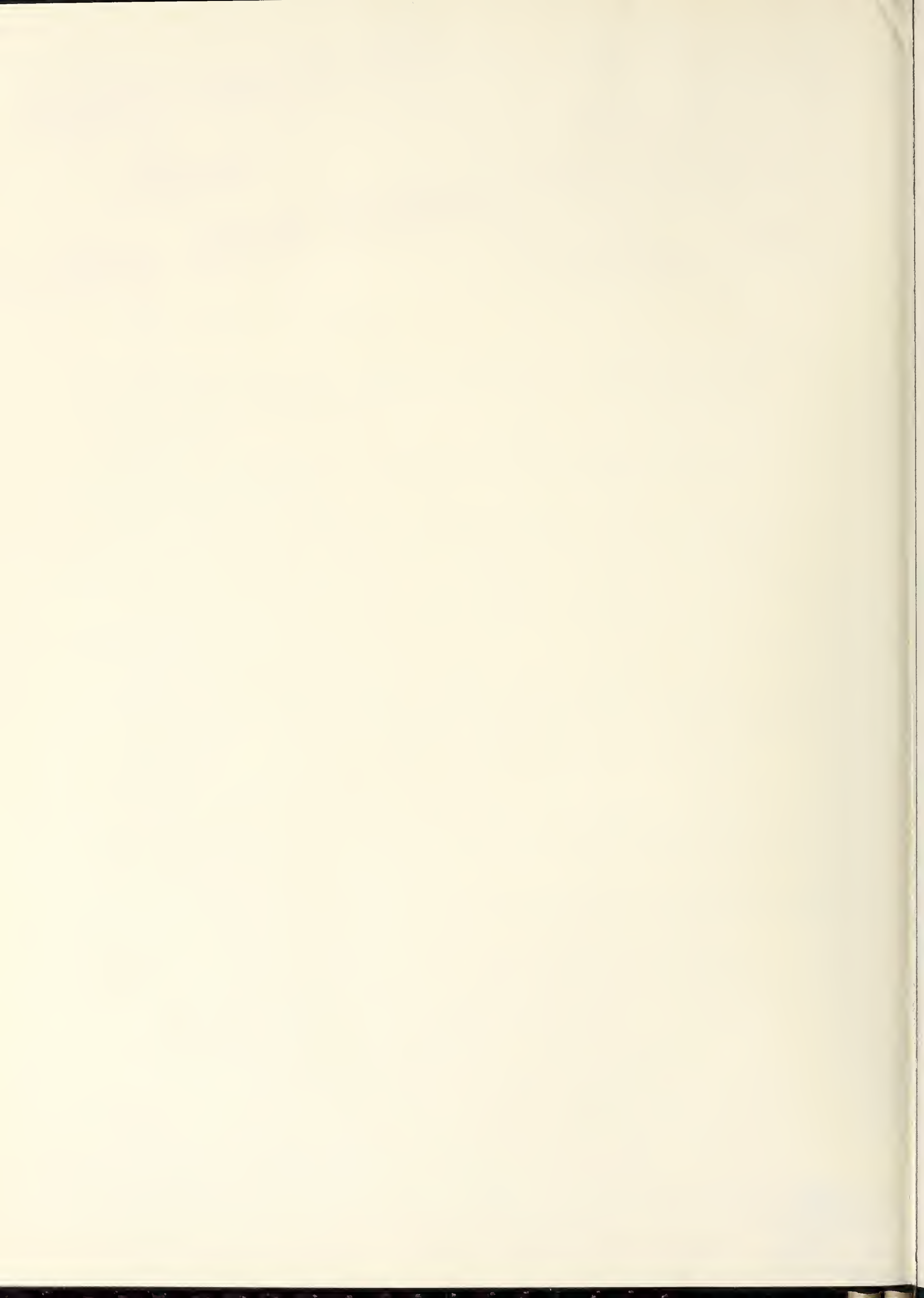
Showdown, surprise--and a few more dramatic elements.

Let's say that "Attack!" does not make any attack on the way the army picks its officers.

Let's say it picked out one isolated possibility.

Let's certainly say it's the most exciting picture in some months, here in New York.

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